

Swachh Bharat Mission (Grameen) Phase II
Department of Water Supply and Sanitation Punjab
Request for Expression of Interest

Subject: Expression of Interest for Empanelment of Communication Agencies for designing/developing and providing IEC Materials and video films for Swachh Bharat Mission (Grameen).

Government of Punjab has received financing from Govt. of India under Swachh Bharat Mission (Grameen) and intends to apply part of the available proceeds for above said assignment

Assignment Brief: Department of Water Supply & Sanitation (DWSS) Punjab under Swachh Bharat Mission (Grameen) Phase II endeavors to achieve Open Defecation Free (ODF) Plus status for all villages/Blocks/Districts and State. An **ODF Plus village is defined** as a village which sustains its ODF status, ensures solid and liquid waste management and is visually clean.

DWSS intends to increase awareness and outreach on various programmatic components of SBM (G) Phase II through Information Education and Communication (IEC) campaigns and activities that engage, inform and educate all the stakeholders associated with Swachh Bharat Mission (Grameen) Phase II. For this stated purpose, DWSS has decided to empanel communication agencies to develop various IEC materials required (as mentioned in the scope of work in Terms of Reference).

Brief Role of Empanelled Agencies: Design & develop IEC materials as required by Department of Water Supply and Sanitation for Swachh Bharat Mission (Grameen) Phase II according to the list of deliverables in TOR.

Eligibility Criteria: The minimum eligibility criteria include the following.

1. Similar experience (In specific tasks for designing and production of IEC material)
2. Financial Turnover

Please refer to Terms of Reference for marking, detailed technical eligibility criteria, selection criteria and empanelment terms & conditions.

The Request for Expression of Interest (REOI), Terms of Reference (ToR) and other details are available on the website (<http://www.dwss.punjab.gov.in/>) under section !!Latest Circulars!!

Further clarifications can be obtained from the address and telephone number given below. Interested agencies (not individuals) should submit their Expression of Interest, along with necessary supporting documents regarding eligibility and technical requirements in hard copy at the address below not later than **25/04/2022 up to 5.00 PM** in a sealed envelope clearly marked "Expression of Interest for Empanelment of Communication Agencies for designing/developing and providing IEC Materials and video films for Swachh Bharat Mission (Grameen)".

"Note": Any corrigendum(s) to the Request for Expression of Interest shall be published on the website only.

State Coordinator, SBM(G)

Department of Water Supply & Sanitation Punjab
SCO 44-45, Phase-2, Sahibzada Ajit Singh Nagar 160055
Tele: - 9814033361

E-mail: statecoordinatorsbmg@gmail.com

Terms of Reference

1. Project Profile & Background Information

Department of Water Supply & Sanitation (DWSS) under the Government of India's flagship programme, "Swachh Bharat Mission (Grameen) Phase II" continues to provide sanitation services to ensure sustainability of ODF gains and also arrangements for management of Solid and Liquid Waste in rural areas of the State with the objective to achieve ODF Plus status for all Villages/Blocks/Districts and State.

The programme mandates to ensure ODF sustainability by ensuring access to functional Individual Household Latrine (IHHL) to all needy households in the rural Punjab. Community Sanitary Complexes are also being constructed to cater the sanitation needs of migrants as well as the households that do not have space for construction of IHHL in household premises. The mission focuses on regular usage, and long-term O&M for sustainability of all the assets through behavior change of the communities.

In order to achieve the goal of ODF Plus for all villages of Punjab, Solid and Liquid Waste Management projects are being supported by DWSS in collaboration with Department of Rural Development and Panchayats. DWSS has adopted the demand driven approach for creating ownership and long-term sustainability of all the assets created in the villages through Gram Panchayats/ Gram Panchayat Water and Sanitation Committee for management of Solid and Liquid Waste in the villages.

An ODF Plus village is defined as a village which sustains its ODF status, ensures Solid and Liquid Waste management and is visually clean.

The criteria for declaring a village as ODF plus includes various interventions and different verticals of Solid and Liquid Waste Management. In order to fulfil all the criteria under different verticals, Govt. of India has introduced the following intermediate stages in the process of declaring a village as ODF Plus:

I. ODF Plus - Aspiring (★)

A village that has:

- a) All Households in the village has access to a functional toilet facility.
- b) All Schools/Anganwadi Centres/Panchayat Ghar in the village have access to a functional toilet, with separate toilets for male and female.
- c) The village has arrangements for Solid Waste Management **OR** Liquid Waste Management.

II. ODF Plus - Rising (★★★)

A village that has:

- a) All Households in the village has access to a functional toilet facility.
- b) All Schools/Anganwadi Centres/Panchayat Ghar in the village have access to a functional toilet, with separate toilets for male and female.
- c) The village has arrangements for Solid Waste Management.
- d) The village has arrangements for Liquid Waste Management.

III. ODF Plus - Model (★★★★★)

- a) All Households in the village has access to a functional toilet facility.
- b) All Schools/Anganwadi Centres/Panchayat Ghar in the village have access to a functional toilet, with separate toilets for male and female.
- c) All public places in the village are observed to have minimal litter, minimal stagnant wastewater and no plastic waste dump in public places.
- d) Village has arrangements for solid waste management.

- e) Village has arrangements for liquid waste management.
- f) The villages should prominently display ODF plus IEC messages through wall paintings/billboards etc.

The goal under the programme is that all the villages achieve ODF (Model) status at the earliest.

Declaration of a village of any the three stages of ODF Plus will be done by the Gram Panchayat through a resolution passed by the Gram Sabha. For the village declared as ODF Plus (Model), third party verification will have to be completed by District/Block level authorities within 90 days of declaration.

DWSS through various communication agencies intends to increase awareness and outreach through Information Education and Communication (IEC) campaigns and activities, both internally and externally, that engage, inform and educate all the stakeholders associated with sanitation in rural areas which will ultimately lead to increase in demand and ensures the sustainability.

Along with increasing the outreach activities, DWSS also envisages to develop a positive brand identity among all the stakeholders by developing appropriate branding material adhering to accepted brand guidelines.

1.1. Objectives of Information, Education and Communication (IEC)

DWSS wishes to propose IEC activities to promote community participation that reorients demand driven approach in rural areas of Punjab. This approach needs content development for internal as well as external dissemination. The proposed IEC activities should meet the following broad objectives. All the below aspects apply to both internal and external stakeholders of DWSS and the content needs to be developed in accordance to the specified requirements.

- 1.1.1. **Awareness:** The rural community needs to be made aware of ill effects of insanitation condition on health. This could be done through awareness campaigns that would disseminate information about various aspects of safe sanitation, technologies to be used for management of Solid and Liquid Waste in the villages.
- 1.1.2. **Transparency:** For Punjab to achieve ODF Plus status, it is critical that rural citizens are fully informed about the plan, schemes and funding provisions under SBM(G) Phase II and 15th Finance Commission Grants. This could be done through various dissemination mediums
- 1.1.3. **People Participation:** Village Action Plans are an integral part of SBM(G) Phase II. The objective is to involve rural community in planning, implementation and monitoring of the safe sanitation initiatives and infrastructure in their respective village.
- 1.1.4. **Accountability & Responsibility:** To clearly communicate the role of each stakeholder, DWSS, Gram Panchayat & Gram Panchayat Water & Sanitation Committee.
- 1.1.5. **Ensuring Safe Disposal of Solid and Liquid Waste:** Rural communities needs to be made aware about the need, importance, technical options and funding provisions for of safe disposal of solid and liquid waste management in the village to achieve the goal of ODF Plus village.

1.2. **Empanelment of Communication Agencies:** It has been proposed to empanel communication agencies to support DWSS in achieving communication and outreach objectives as mentioned in 1.1, by developing rural centric creative content in local language (Punjabi), the details of which are mentioned in the scope of work in Section 2

2. Scope of Work

The scope of the work for this EOI would include:-

A. Development of a communication strategy and action plan :-

Development of a communication strategy for the project and campaign pitch – detailing stakeholder perceptions analysis, campaign strategy, audiences, messages, creative approaches, medium of communication etc. with an action plan for branding/enhancing the visibility of the project in the State.

B. Media Deliverables :-

1. Short Video Films/Documentaries
2. Jingles
3. Outdoor Media
4. Mobile Exhibition/ Swachhta Rath
5. Branding & Publicity materials
6. IEC material (Only designing)
7. Photography and Album
8. Kiosk Engagement
9. Nukkad Nataks
10. Social Media Creatives (Designing)

Additional Instructions

- i) **The agency would be required to design or develop creative's (in Punjabi Language) only when the work order is issued by designated authority of DWSS.**
- ii) Agencies will submit the scripts/story board/ draft design of the creative's for approval by designate authority of DWSS.
- iii) The agency will be required to produce creatives in Punjabi with their rendition in English. The proof reading and final vetting of the language renditions would be the sole responsibility of agency.

2.1. List of Media Deliverables

SL NO	Media	Deliverables	Remarks
1	Short Video Films/ Documentaries	Short film of 60 sec. (Masters) <ul style="list-style-type: none"> • With a celebrity shot in HD film format. • Without celebrity shot in HD film format. • Subtitles in English. 	<ul style="list-style-type: none"> • To be delivered in hard drive/ external hard disk for distribution • Unlimited number of edit iterations • Script/Concept note and story board to be prepared by the agency and approved by designated authority of
		Edits of 20, 30 & 45 sec duration	
		Theme song/ Short film (61 – 240 Sec duration) – Master with a celebrity and without a celebrity. Subtitles in English.	
		Edits of 30-60 Sec. duration of theme song	

		Documentary video Film/ 4 min to 10 min duration. Subtitles in English.	DWSS.
		Edits of 3, 5 and 7 Min duration of Documentary video Film.	
		2D & 3D Animated Videos of up to 180 sec duration along with Subtitles in English.	
2	Jingles	Jingle/spot of 30-60 sec duration-master	<ul style="list-style-type: none"> To be delivered in hard drive/external hard disk for distribution Unlimited no of edit iterations Script/Concept note and story board to be prepared by the agency and approved by designated authority of DWSS.
		Edits of 15 & 20 sec duration.	
3	Outdoor Media	Hoardings	<ul style="list-style-type: none"> Designing and providing the required outdoor material as per the requirements of the DWSS. Geo tagging of Hoardings and Wall Paintings to be installed in the villages.
		Standees	
		Wall Paintings	
		Signage for Government offices, Schools and Anganwadis etc.	
4	Mobile Exhibition/ Swachhta Rath	Production and execution of mobile Exhibition/Swachhta Rath through publicity van having LED panels covering all sides of van, enabled with GPS	<ul style="list-style-type: none"> Fuel & lighting Work force for engagement & dissemination of message (at least 2 in addition to driver) Sound system, power supply
5	Branding & Publicity materials	Branding & development of publicity material : <ul style="list-style-type: none"> Cloth Bags File cover/folder Spiral Note Pad Pens Pen Drive T-Shirts Jackets Coffee Mugs Caps Cloth back drop/Banner Trophies Certificates Badges Rubber Wrist Bands Stickers Paper Weights (Acrylic) Diaries Table Calendars 	<ul style="list-style-type: none"> Designing and providing the required branding material as per the requirements of the DWSS.

6	IEC Material (only Designing)	Designing of various IEC material on key components of SBM(G) Phase II. <ul style="list-style-type: none"> • Brochures • Flyers – 3 Fold • Booklets • Wall Painting designs • Mascot for the project • GIF Images • Fact Sheets of the projects executed 	<ul style="list-style-type: none"> • Designing of various IEC material on key components of SBM(G) Phase II as per the requirements of the DWSS.
7	Photography and Album	Photographs – up to 100Photos – <hr/> Photographs – 101 to 500Photos <hr/> Photographs – 501 to 1000 Photos <hr/> Photographs – More than1000 Photos	<ul style="list-style-type: none"> • Still Photography from camera and drone. • For building a photo bank for use in creatives for DWSS. • Album of selected Photographs (hard Copy). • All Photographs have to be royalty free with no restriction on usage. • Minimum resolution of photograph should be 20 megapixels.
8	Kiosk Engagement	Branded 6*6*7 kiosk (inSq. ft) for Sanitation Mela, MGSVY Camps, Kisan Mela etc. <ul style="list-style-type: none"> • 1 Table and 2 chairs • Audio equipment with microphone for announcements. • Workforce to engage and disseminate information/handouts 	<ul style="list-style-type: none"> • Power supply • Support vehicle with fuel to transport workforce & equipment • Uniform (T-shirt) • Daily reporting
9	Nukkad Natak	<ul style="list-style-type: none"> • Nukkad Natak in selected villages of all districts. • Concept and script writing. • Execution in identified locations – 30-minute duration 	<ul style="list-style-type: none"> • Trained professional folk troupes empaneled with Regional Outreach Bureau or DIPR. • 5-6 members for each performance.
10	Social Media Creatives (only Designing)	Designing of Social Media Creatives on key components of SBM(G) Phase II and other regular campaigns to be used on Facebook, Twitter, Instagram, WhatsApp etc.	<ul style="list-style-type: none"> • Designing of Social Media Creatives per the requirements of the DWSS.

Note: Table 2.1 is an indicative list of media and deliverables. The agencies will demonstrate their experience and capability through presentations. In case of publicity vans and other studio infrastructure, the agency will arrange a visit of the studio or the vans that they intend to deploy.

3. Pre-Qualification/Eligibility Criteria

Agencies participating in the procurement process shall possess the following minimum prequalification criteria.

The agency should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the EOI document. Agencies not qualifying as per the Pre-Qualification criteria will not be eligible for further evaluation.

Sr. No.	Criteria	Maximum Marks
1	The proprietorship /Agencies /companies/ must have an experience in design and production of IEC material for a minimum period of three years as on 31st March, 2021 (Supporting documents to be submitted: Work Orders by the client at least one for each Financial Year) Three years- 20 marks For every additional year five marks to be given with maximum 10 marks	30
2	Cumulative turn over for the last three years i.e. 2018-19, 2019-20 and 2020-21 to be between 25 lakhs- 30 lakhs 25 lakhs - 10 marks For every additional 5 lakhs turnover, five marks to be given up to maximum10	20
TOTAL MARKS		50

Minimum Qualifying Marks – 30

Note: Mandatory certification mentioning that agencies have not been blacklisted by any of the State or Central Government organization and should not have been found guilty of any criminal offence by any Court of law. The agency should not have been blacklisted by any Government/Semi Government organizations in India, as on date of submission of bid.

Only those agencies scoring 30 marks and above in minimum eligibility criteria would be considered for technical evaluation as specified in section 4.

4. Technical Evaluation Criteria

SL NO	Technical Qualification Criteria	Documents Required	Marking
1	<p>The agency must have experience in 10 tasks mentioned in the list of media and deliverables in section 2.1.</p> <ol style="list-style-type: none"> 1. Short Video Films/Documentaries 2. Jingles 3. Outdoor Media 4. Mobile Exhibition/ Swachhta Rath 5. Branding & Publicity materials 6. IEC material (Only designing) 7. Photography and Album 8. Kiosk Engagement 9. Nukkad Nataks 10. Social Media Creatives (Designing) <p>5 Marks to be given for experience in each task.</p>	<p>Attach presentation (Hard & soft copy) certified by head of the organization that the work being presented is the original work of the agency. In case of short films, documentaries, Jingles etc, the agency can submit a pen drive containing the AV IEC material.</p> <ol style="list-style-type: none"> a) The work should not be the work of an individual in the past before being associated with the agency. b) The presentation must not exceed 25 pages for IEC material c) The AV material should be limited to a maximum of 10 Audio visual materials not exceeding 30-minute duration 	50
2	<p>The agency must have the following resources/Infrastructure for designing/developing and providing IEC Materials and video films.</p> <ul style="list-style-type: none"> • A media team for content creation, script writers, designing/developing the IEC Material. • Execution Team like videographers, designers and shoot editors • Studio with postproduction facilities • HD cameras • Adobe Suite, CorelDRAW and appropriate video editing Software with genuine license. <p>(10 Marks to be given for each.)</p>	<p>Self-certified letter with company seal containing details of resources/Infrastructure for designing/developing and providing IEC Materials and video films.</p>	50

5. Selection & Work Allotment

- 5.1. The agencies scoring a minimum of 70 marks in technical evaluation shall be selected for empanelment according to the criteria specified in section 4 of this TOR.
- 5.2. The selection in technical round would be based on evaluation of **quality of work submitted through presentation subject to empanelment terms & conditions specified in section 6.** *However, preference would be given to the agency that has previous working experience in rural areas on various Projects/Missions like SBM(G), Jal Jeevan Mission, National Rural Livelihood Mission etc.
- 5.3. As and when requirement(s) arises for services mentioned in list 2.1 of this document, it would be shared with all the empanelled agencies to seek financial proposals.
- 5.4. The financial proposals for any given requirement should reach DWSS within 7 working days from the date of intimation of requirement.
- 5.5. Empanelled agency which quotes L1 rate for the given quantity and requirement would be awarded with work against the requirement.
- 5.6. The above process would be undertaken for every requirement.

6. Empanelment Terms & Conditions

- 6.1. The agency responsible for the assignment must be in direct coordination with DWSS to implement the assignment. The agency has to provide its dedicated point of contact.
- 6.2. The empanelment shall be initially for a **term of 12 months** from the date of empanelment. DWSS solely reserves the right to extend or modify the same on yearly basis with mutually expressed terms & conditions.
- 6.3. The empanelled agency should have all the necessary required permission/license/clearance from the concerned authorities with regard to creation.
- 6.4. The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by DWSS from time to time in fulfillment of its objective of serving and facilitating the DWSS.
- 6.5. This Empanelment would not in any way mean that DWSS would be paying any retainer ship fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
- 6.6. The Mission Director, SBM(G) DWSS reserves the right to accept / reject any or all the proposals in part or full without assigning any reason.
- 6.7. The agency undertaking the creative assignment shall be responsible to ensure that the creative's submitted to DWSS are not subject to any copyright issues. Any such issues if arises shall be dealt by the agency independently and DWSS shall not have any legal binding whatsoever.
- 6.8. When the work is awarded to agency, it shall have its operational office in Punjab.

7. Payment Terms

Payments to the agency, after successful completion of specified project deliverables, would be made as under

SL NO	Deliverable	Payment	Penalties
1	Individual deliverables based on work orders issued by nodal officer of DWSS	100% of the cost as provided in the financial bid format, after deducting penalties (if any)	In case of failure to deliver work products as per the specifications, (DWSS) reserves right to impose penalty ranging from 30% of the work order value to 100% of the work order value.

Additional Terms for Payment

1. All payments would be made based on actual services rendered after due verification by the Mission Director, SBM(G) DWSS.
2. The agency's request for payment shall be made to the client in writing, accompanied documents mentioned in point no 7 of additional terms of payment, describing, as appropriate, the services performed, and by the required documents submitted pursuant to general conditions of the contract and upon fulfillment of all the obligations stipulated in the contract.
3. Due payments shall be made promptly by DWSS, generally within thirty (30) days after submission of an invoice or request for payment by the agency.
4. The currency or currencies in which payments shall be made to the agency under this contract shall be Indian Rupees (INR) only.
5. All remittance charges will be borne by the agency.
6. In case of disputed items, the disputed amount shall be withheld and will be paid only after settlement of the dispute.
7. Documents required, whichever applicable for desired deliverables, to be submitted to DWSS for payment (in Triplicate)
 - Work order
 - Deliverables
 - Bills/Invoices
 - Copies of creative's delivered
 - Work completion and acceptance report certified by Mission Director, SBM(G) DWSS.

Form – 1 – Letter of Acceptance

(To be submitted on letterhead of the Bidder)

Dated....., 2022

To,

Mission Director, SBM(G)
Department of Water Supply and Sanitation,
Punjab.

Ref: Expression of Interest for Empanelment of Communication Agencies for designing/developing and providing various IEC Materials and video films for Swachh Bharat Mission (Grameen).

Dear Sir,

Having examined the document of “Expression of Interest for **Empanelment of Communication Agencies for designing/developing and providing various IEC Materials and video films for Swachh Bharat Mission (Grameen)** with Department of Water Supply and Sanitation, Punjab containing Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the EoI, We hereby submit our letter of acceptance.

We accept all the terms and conditions specified in EoI and if we fail to comply to any of the terms and conditions mentioned therein, we agree that, DWSS shall have full authority to not consider our submission for empanelment with no obligation on their part.

(Authorized signature of the agency)

With stamp and date

Form 2 - Agency Profile

(To be submitted on letterhead of the Bidding agency)

Technical proposal submission form		
Section 1: Organizational Details / Personal details		
1.1 Name of the Firm / Organization		
1.2 Address of the Registered Head Office		
1.3 Address of the Project offices		
1.4 Telephone, Fax and Email details		
1.5 Name and Designation of the authorized representative of the firm to whom all the references shall be made along with mobile/phone/email etc.		
1.6 Are you on the panel of any Government Agency in similar field (Yes/No) – If yes, please provide copy of empanelment		
Section 2: Subject Area	Reference page	
2.1 Area of Expertise: (please mention the no of tasks and list of tasks agency is capable of delivering from list 2.1)		
Section 3: Registration Details	Details	Reference Page
3.1 Firm Registration no. and date:		
3.2 PAN / TAN card number details		
3.3 GST registration Certificate		
3.4 Any other registration		
3.5 Name of the Bank with Account No.		
Section 4: Experience & Profile		
4.1 Detail of experience in 10 tasks mentioned in the list of media and deliverables in section 2.1.		
Title	Description	Reference Page in presentation/reference details for AV
	Project details (including implementing partners (if any), project duration, project budget and project creative materials (graphic and AV)	
4.2 Detail of the resources/Infrastructure for designing/ developing and providing IEC Materials and video films.		
Title	Description	Reference Page in presentation/reference details for AV
	Self-certified letter with company seal containing details of resources/Infrastructure for designing/ developing and providing IEC Materials and video films.	
Section 5: turnover of last three financial years (submit audit report / P & L Statements balance sheet)		

5.1 Turnover of last three financial years (submit CA audited report with supporting balance sheet/ P& L statements) - Please mention page number s	
Year 1 (FY 2018-19)	
Year 2 (FY 2019-20)	
Year 3 (FY 2020-21)	

Name and Designation (Capital Letters)

Signature of the authorized signatory of the agency With Stamp and Date