

**Government of Jammu and Kashmir**  
**Department of Health and Medical Education**  
**State Health Agency**  
**[O/o Directorate of Stationary & Office Supplies**  
**Rail Head Complex Jammu 180012]**

**REQUEST FOR EXPRESSIONS OF INTEREST**

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**Jammu**  
**18<sup>th</sup> July 2021**

**Assignment Title: Hiring an Agency for conceptualization and carrying out of IEC activities for State Health Agency, an autonomous body under the Department of Health and Medical Education, Govt of Jammu & Kashmir.**

Reference No. 07/SHA/IEC/2021

**1. Background**

**State Health Agency:** The State Health Agency (SHA) an autonomous body set up under the aegis of Department of Health and Medical Education, Government of Jammu & Kashmir, is registered under **J&K Societies Registration Act VI (1941 A.D) (Reg. No.: D18C/7188-RS/916)**. SHA is the nodal agency implementing "Pradhan Mantri- Ayushman Bharat Yojana - PM-ABY, a Government of India scheme, requires to provide health insurance cover to the extent of ₹ 500,000 per annum on a family floater and cashless basis through an established network of health care providers to the AB PM-JAY Beneficiary Family Units and also implementing AB PM-JAY SEHAT to provide cashless medical insurance cover to around 15 lakh families in the State of J & K. In all the SHA is seeks to reach out to 21 lakh beneficiary families under the schemes.

Objective of the assignment

**2. The objectives of the Services are outlined as below.**

SHA intends to hire the services of a Public Sector Undertaking for provision of Information Education Communication Services - IEC Services. The successful bidder is required to provide certain defined services to SHA, Govt of J & K. Broad objectives of the assignment are given below.

- a) IEC material conceptualization, designing and finalization of the material;
- b) printing and distribution/ delivery at different District Head Quarters in the State of J & K.

**3. Invitation**

The State Health Agency, (SHA) now invites eligible qualified and experienced Public Sector Undertakings who wish to undertake services for “**conceptualization and carrying out of IEC activities for State Health Agency**”, Govt of J & K. Interested PSUs should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Shortlisted agencies will be required to submit detailed technical and financial proposals at a later stage. The filled in EoI should reach CEO SHA J&K Office on or before 5.00 PM of 1<sup>st</sup> August, 2021

**a) Eligibility criteria:**

**Agencies who fulfill the following qualifying criteria only will be considered for the assignment:**

- a. The agency should be a Public Sector Undertaking promoted by Govt of India or any State Govt. Other than PSUs are not eligible to bid.
- b. The agency should possess at least 3 years of experience in the field of communication, Information Technology and IEC.
- c. Average turnover in the last 3 years should be at least INR Ten Crores
- d. The agency should have the experience of working for Central/ State Government/ Public Sector undertaking/ Autonomous Bodies under Central or State Governments.
- e. The agency should have adequate staff strength and experts having experience and professional qualification. Brief CVs highlighting the experience listed should be furnished
- f. The agency should have the resources to implement quality, coordination and value addition functions to the products and services of the various service providers to produce a comprehensive communication and branding package, factoring in both strategic and operational communication. The agency may furnish appreciation letter with completion certificate from Government/ Ministries/ Department and/ or agencies that they have worked with.

**PSUs may associate with other firms to enhance their qualification. The "Association" may take the form of a joint venture (with joint and several liability) and this should be stated clearly in the submission.**

#### 4. Evaluation Criteria

The agencies' technical proposal will be evaluated on the basis of following criteria:

SN	Criteria	Marks
1	Past experience of the firm/ agency ( <u>at least 3 years of experience</u> in the field of communication/ IEC activities).	30
2	Qualification and experience of the agency in the field of developing communication and branding products, documenting Best Practices, small videos, designing and implementing communication and/ or branding strategy, communication plan implementation support, media management, campaigns/ interventions supported over social media etc.) <i>Evidence available through brief CVs of key personnel; samples of work shared (to be assessed using 'criteria for qualitative evaluation-internal')</i>	10
3	Financial Capacity / Turnover of the agency Average Turnover in the last 3 years - 1. Rs. 10.00 Crore - 4 marks; 2. Rs. 10.00 to Rs. 20.00 Crore - 8 marks 3. Rs. 20.00 Cr to Rs.30.00 Crore - 12 marks 4. Rs. 30.00 Cr to 40.00 Crore - 16 marks 5. Rs. 40.00 Cr and above - 20 marks	20
4	Presence in Jammu & Kashmir i. Office in State Capital - 5 marks;	20

	ii. Office in 5 districts - 10 marks; iii. Office in 10 districts- 15 marks; iv. Office in more than 10 districts - 20 marks	
5	PowerPoint on methodology and Action Plan for IEC activities of State Health Agency, J&K - 20 marks	20
	Total Marks	100

5. The Agency will be selected in accordance with the procurement guidelines of Govt of Jammu & Kashmir. The Information on eligibility must be furnished in the prescribed format. Short listed PSU will be asked to submit technical and financial proposals. Interested PSUs may obtain any further information from the office during normal office hours i.e. 10 AM to 5 PM on working days. The EOI may be delivered in **written form in the prescribed format along with declaration (see Annexure - 1 & 2), plus a soft copy in a CD/DVD** addressed to “The CEO, SHA” on the address given above within the due date i.e 1<sup>st</sup> August 2021 5.00 pm. The filled EOI document shall be submitted in a sealed envelope clearly indicating “Eoi submission for “: **Hiring an Agency for conceptualization and carrying out of IEC activities for State Health Agency, an autonomous body under the Department of Health and Medical Education, Govt of Jammu & Kashmir”**. EOIs received after the deadline shall not be considered.

-Sd/-  
Chief Executive Officer,  
SHA

#### Annex -1 : Format for Submission of EOI

Name of the Assignment:

Date of advertisement:

(Note: Consultants submitting the EOI as a joint venture or intended to form a joint venture should provide the details of all the partners along with a letter of intent)

<b>A - Consultant’s Profile (Maximum 2 pages)</b>		
1.	Name of the Organization	
2.	Postal Address	

3.	Telephone: Mobile / Fax/ E-mail Website;				
4.	Contact Person name and designation with contract details				
5	Registration Details: Registered on (Date) Legal status ( for profit company; not for profit company; registered trust; registered trust; others (specify)	Provide copy of the registration certificate, PAN , Board of Directors, Executive Committee Members, General Body members, brief profile and latest annual report			
	No. of completed years				
6.	Details of Branch Offices (provide details of branch offices if any).  In case of Joint Venture/Association, clearly indicate the details of the members who hold the branch offices.	State/Location of Branch office	No of Staff working		
7.	Financial Capacity:  Average <b>Annual Turnover</b> of the PSU must be more than <b>Rs.10.00 crores</b> during the last three financial years. EOIs with less than Rs.10.00 crore average turnover will not be considered.  (Enclose Audited financial reports).	Provide the turnover of organization (on the basis of the audited accounts) in the last three <b>financial years in Indian Rupees.</b>			
		<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>Total</b>

**B- Consultant's Experience (Maximum 10 pages)**

1.	Experience in provision of similar services. <b><u>Please provide details of at least 3 such projects completed/ ongoing projects in the last 3 years. (you may add more rows).</u></b>							
	<b>Name of Project</b>	<b>Client</b>	<b>Services Provided</b>	<b>Profile of the Professionals deployed to Government agency</b>		<b>Duration of Assignment and status as of June 21</b>		<b>Value of Contract (in INR)</b>
2.	Details of Key staff available							
	Category ( provide each branch and partner wise details)				Total	No. of Senior Professionals	No of executives	No. of Associates /Consultants
	Head office							
	Branch office							
	Total							
2A	Key staff profile of the organization/s. Please provide details of the key staff with experience in IEC related activities  Detailed CVs are not required at Eol stage. among other information, the brief CVs should include the following information in the following format:							
	<b>Name of the staff with education qualification</b>							
	<b>Is he/she currently associated with the PSU? ( Yes/No) if yes, provide nature of engagement ( fulltime staff, part time staff, consultant etc)</b>							
	<b>Designation</b>							
	<b>Years of experience in the organization</b>							
	<b>Areas of expertise</b>							
	<b>Particulars of assignments handled</b>							
	<b>Particulars of service provided</b>							

**Annexure -2**

**Declaration**

Date:.....

**To whom so ever it may be concern**

I/We hereby solemnly take oath that I/We am/are authorized signatory in the PSU and hereby declare that the PSU do not face any sanction or any pending disciplinary action from any authority against us. Further, it is also certified that the PSU has not been blacklisted by any government or any organization in past.

In case of any further changes which affect of this declaration at a later date; we would inform the mission accordingly.

Authorized Signatory

(with seal)