

**Award of Contract to IEC Agency for RNTCP- Lintas India Pvt. Ltd.
(13th August 2007)**

Sector: Health

Name of the Project: Revised National Tuberculosis Control Programme,
(RNTCP), Government of India

Description of Services: IEC agency for RNTCP will be undertaking following activities as indicated in Terms of Reference

1. Communication research
2. Creative designing and developing social communication strategies
3. Media strategy, media planning, and execution (media buying)
4. Assist and support in social mobilization
5. Plan, undertake and support advocacy efforts at the national level
6. Event management and Public Relations at the national level and few select states
7. Assist in organization and helping in conducting interpersonal communication skills assessment and training
8. Assisting in monitoring and evaluation
9. Assisting in training and capacity building

Name of the Contractor/ IEC Agency: **Lintas India Pvt. Ltd, Mumbai**

Country of Contract: India

Contract Amount: Rs.144,268,486/-

Date of Contract Award: 18th July 2007

Reasons for Selection / Process of Selection

1. In response to the letter to six agencies for request for proposal (RFP) in August 2006, the following five agencies submitted their proposal.

1. BBC World Service Trust , Huaz Khas, New Delhi
2. Mudra Communications Pvt. Ltd. , Mumbai
3. Ogilvy and Mather, New Delhi
4. Lintas India Pvt. Ltd., Mumbai
5. R K Swamy BBDO Pvt. Ltd. New Delhi

JWT – Thompson Social chose not to send their proposal.

2. The following three agencies qualified in technical evaluation

1. Mudra Communication Pvt. Ltd., Mumbai
2. Lintas India Pvt. Ltd.
3. R K Swamy BBDO Pvt. Ltd.

(Financial proposals of BBC World Service Trust and Ogilvy& Mather were not opened as these agencies did not qualify in technical evaluation due to incomplete information in the technical proposal)

3. Combined scores of Technical and Financial Proposal were highest for Lintas India Pvt. Ltd. There was slight difference in the scores of first and second agency. **Lintas India Pvt. Ltd. Mumbai** was selected to work as IEC Agency for RNTCP for two years.

* * *