

Government of India
Directorate General of Health Services
Ministry of Health & Family Welfare
Central TB Division (CTD)
Nirman Bhavan, New Delhi- 110011
INDIA

Request for Letter of Expression of Interest for IEC Agency

Project: Revised National TB Control Programme- TB II Project

Dated: November 10, 2005

1. Letter of interest are invited from qualified and experienced mass media and health communication agencies for Revised National TB Control Programme (RNTCP) Project. The Government of India has applied for credit of \$ 165 million (Rs.743 crore) approximately from International Development Association (IDA) **for five years (October 2005- 2010)** and intends to apply a portion of the proceeds of this credit to finance the cost of this service during the project period.
2. The RNTCP is seeking to engage the services of a communication agency/organization for **an initial period of two years (starting April 2006)** to promote the nationwide tuberculosis control services through communication activities with wide reach and impact. The target audiences are communities and patients (to encourage use of the services and community support to patients), health care providers (to encourage adherence to and/or participation in the recommended treatment of TB patients) and policy makers and opinion leaders (to advocate for support to the programme). The, special attention will be focused on reaching "hard to reach" groups such as marginalized populations and those living in remote areas .

The agency will be required to demonstrate a grasp of the challenges in balancing mass media with localized social mobilization strategies and maximizing interpersonal communication channels. The agency should also have research capacity to develop and evaluate social communication programme/s. This would include experience in research methodologies for formative research, message and media design, monitoring and impact evaluation including cost effectiveness. Required expertise should also include developing creative material, media planning, media buying and executing, social mobilization and event management. In addition to developing and implementing communication strategies, the agency will be expected to build the in-house capacity of programme personnel at the state level to develop localized communication activities and work with media agencies.

3. The IEC agency, in addition would assist states in organizing events for advocacy, developing state specific communication material, training and capacity building and social mobilization activities. The agency would also be required to contribute to developing and supporting a strategy to enable states to adapt/develop materials and media plans to ensure relevance to the linguistic and cultural context.

Given the breadth of the required services, letters of interest from individual agencies, international and national organizations and collaborative partnerships will be considered.

For international agencies, association with competent local agencies will be a requirement

4. The cost of this service is estimated to be around **Rs.13.25 crore (Rs132.50 million) for a period of two years initially (starting April 2006)**. *The consultancy fee would be over and above this amount.* The World Bank procedure will be followed for selection of the agency (reference- Selection of Employment of Consultants by World Bank Borrowers: <http://www.worldbank.org>).
5. The IEC agencies who are interested in being considered for the assignment should submit information supporting their experience, expertise and capabilities in undertaking similar assignments in developing countries/ India. The following information on adequacy and availability of resources and expertise to carry out the assignment should also be provided:
 - Name, address and facsimile number of the agency/ firm along with the email ID
 - Names & short CVs of principal officers

- Ownership and organization structure of the agency/ firm
 - Financial statement to support financial soundness of the firm carry out assignment of this magnitude
 - List of major assignments in support of
 - Proven track record in health/social communication
 - Proven ability to work with the public sector programs
 - Proven ability to contribute to human & organization capacity building
 - Full complement of staff /consultants in different areas of expertise
6. Please note that this is not a request for proposals. After a review of the letters of expression of interest by the Selection Committee, a shortlist will be prepared and those short listed would be invited to submit detailed technical and financial proposals through request for proposal as per specific terms of reference. Any additional information requested will be at the cost of the interested consultants/ firms.
7. Letter of Expression of Interest with accompanying materials may be submitted to the address given below by **16th December 2005**.

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