

TERMS OF REFERENCE
FOR ENGAGEMENT OF CONSULTING AGENCY(IES) FOR RADIO FM
CHANNELS

ISSUED BY

Women Development Corporation
Department of Social Welfare, Govt. of Bihar

Assignment Title: Engagement of Consulting Agency(ies) for promoting campaign on child marriage and Dowry with Radio FM Channels

Date of issue: 01.03.2018

Last Date of Submission: 26.03.2018

Time (IST): 03:00 PM

Dear Sir/ Madam,

Women Development Corporation, Government of Bihar intends to enter into an arrangement for the provision of services outlined in the Terms of Reference (ToR) through a competitive bidding process. In this respect, WDC/WDC would like to invite organizations to submit a technical and financial proposal as outlined in this RFP.

Any questions regarding the RFP must be received in writing (e-mail) as mentioned in this RFP. Thereafter, no request for information will be considered.

The proposal (technical and financial) should be submitted in a sealed envelope latest by the date and time mentioned in this RFP. Any proposals received after the stipulated date and time shall not be considered.

Yours sincerely,
Managing Director
Women Development Corporation, Bihar

Terms of Reference

1. About Women Development Corporation, Department of Social Welfare, Govt. of Bihar

The Women Development Corporation, Bihar came into existence under the Society Registration Act – 1860 on November 28, 1991 with the objective of implementing programmes for empowerment of women in the state and to formulate, promote and implement various schemes aimed at the development of women in Bihar. It works under the aegis of Dept. of Social Welfare; Govt. of Bihar. Its vision is to ensure overall survival, development, protection and participation of women and adolescent girls in the state.

The WDC, over a period of time has evolved its vision and is currently implementing plans of action, programmes and schemes for advancement of women and adolescent girls with the support of Civil Society Organizations, Community Based Organizations and professional and technical Agencies for achieving its mandate, in addition to the regular support from the State Government.

2. Setting the context

Government of Bihar has initiated several women centred schemes for gender mainstreaming and gained several achievements. In order to complement and carry forward the social change which has begun taking shape over the past 10 years in Bihar, which found more prominence after liquor ban. Furthering the cause, the Government has now initiated a state wide campaign against Child Marriage and Dowry. To accomplish the objective, a convergent approach is needed. Certainly, media has been playing a very important role in building a positive environment by forming positive attitude and opinion formation of the communities at a large on the issues related to gender discrimination, particularly Child Marriage and Dowry.

Acknowledging the important role of the media to galvanize the effect of the campaign, the WDC, Government of Bihar is taking forward media advocacy on addressing child marriage & dowry across the State of Bihar. In this context, for achieving the maximum output – it is proposed to engage the Radio FM channels to increase awareness and spread the message around child marriage and Dowry as it is one of the powerful tool of information dissemination.

3. Objective

The main objectives of the media campaign are to:

- Inform and raise awareness of communities, the general public, district level planners and other stakeholders on 'Prohibition of child marriage and Dowry' by Government of Bihar.

WDC intends to launch FM radio campaign to sensitize the masses around the social theme of Prohibition of child marriage and dowry in Bihar at the grass-root level among communities residing in the villages. The existing network of FM Radio channels in the state is planned to be used as an effective medium/vehicle towards dissemination of promotional messages targeted at village youth in particular and the village populace in general.

The aim of the campaign is to sensitize the community on the Prohibition of child marriage and dowry in Bihar and encourage and engage the youth to come forward and join various social initiatives across the state.

WDC proposes to engage one or more Consulting Agency(ies) for engaging Radio FM Channels to support its overall communication campaign. The agency/agencies proposed to be engaged through this RFP would engage with the FM Radio Channels and develop a strategic association with the FM Radio Channels on behalf of WDC to promote and disseminate Message around the Prohibition of child marriage and dowry in Bihar in the transmission catchment area.

The Consulting Agency(ies) would be engaged for a period of 12 months.

Eligibility: Interested Consulting Agencies with relevant experience in promotional activities and activations and related experience of engaging/working with FM Radio channels for at least 3 years are hereby accordingly invited to submit their proposals, which must include the documents /information as detailed subsequently in this RFP document:

- (i) Technical Proposal, and
- (ii) Financial Proposal

4. Scope of Work & Coverage

The total scope of work will involve on part of the selected agencies to deploy team with relevant experience and work closely with the existing team at WDC. The work would involve developing and deploying creative material with relevant messaging in regards prohibition of child marriage and Dowry in Bihar across different formats, frequency of broadcast.

A brief description of message content required along with desired format and frequency of broadcast envisaged is given as below:

Key Messages/contents of the program: The key messages for the proposed FM Radio telecast would be centred around prohibition of child marriage and Dowry in Bihar and would include:

- Objectives, activities and outcomes of the campaign focussed on prohibition of child marriage and Dowry.
- Sector / class wise content and information on Prohibition of child marriage and dowry in Bihar
- Women empowerment for Prohibition of child marriage and dowry in Bihar
- Feedback, voices and experience of local community on Prohibition of child marriage and dowry in Bihar
- News, questions-answer or quiz, slogans, jingles on Prohibition of child marriage and dowry in Bihar

Format: The proposed FM radio program will follow any of or mix of the following radio format based on the issues and content of the telecast / episode:

- a) Radio magazine
- b) Radio drama
- c) Interviews with policy makers, industry experts, academicians, district level planners, community members and local leaders
- d) Discussion, voices from the field (on issues of prohibition of child marriage and dowry)
- e) Good practice/ case studies from the field (on issues of prohibition of child marriage and dowry)
- f) News Bulletins, facts and other relevant information for the community on issues of prohibition of child marriage and dowry.
- g) Live discussions / debates / question-answer sessions on specific issues and topics pertaining to child marriage and Dowry

Frequency, Day and Time:

- a) Total relays / episodes: every week for 12 week.
- b) Air time: at least 100-120 minutes in a day
- c) Frequency: At least Four Times a day
- d) Time: During the day, Morning and Evening (Two times in between 7.30am-11.30am; once in between 2.00pm to 5.00pm; once in between 08.00pm-11.00pm)
- e) Broadcast Stations and Coverage: Patna / Muzaffarpur
- f) Language: Local language / Hindi dialect

Coverage: All existing FM and Radio Channels in Bihar are planned to be covered under this program. It is estimated that together the number of channels may be 07. Accordingly the coverage may be bifurcated across districts to cover maximum of the Bihar population.

5. Responsibilities and Deliverables

Sl.No	Deliverables	Output (Measurable)	Support / Documents to be submitted
01	Undertake evidenced based analysis / survey to develop strategy of how to reach varied audiences with different messages / mediums	Complete Inception report involving survey in the catchment of CRS at least 100 Households and interviews with opinion/community leaders	Inception Report
02	Prepare script / content and submit in advance for technical review and content based on analysis.	At least Twelve scripts per month for the 03 month time period in local language.	Script in proper format for approval
03	Undertake field visit and/or collect local level case studies, interviews, community discussion from districts / regions around the theme: Prohibition of child marriage and Dowry	At least document three case study each in a week or interview community leaders/youth- in total 50 case studies or interviews in 03 months split across the Divisions / Districts in Bihar on issues of child marriage and Dowry	Case studies/interview transcript in prescribed format with photographs

04	On Ground Street Plays – Script to be shared and approved	Number of audience catered / number of street plays performed / Number of street plays in vulnerable settings – Rural / Urban / Slums / Tolas with a Special focus on: slums and hard to reach areas in Rural Settings.	Documented report with video/images
05	Development of virtual characters		
06	RJ mentions		
07	Developing Story Line		
08	Transmission of programme		
09	Promotion through FB		

6. Monitoring & Output Reports

In addition to the support and documents required to be submitted against each deliverables as outlined above, selected consultants will be required and expected to keep the WDC management updated on a regular basis about the activities planned, undertaken by them along with the Outcome/result.

Towards this a proper MIS system should be developed in consultation with WDC. The MIS should include (but not restricted to) the following:

- a) Monthly report on activities undertaken along with audience feedback
- b) Impact assessment of skill development program on community / general public on a quarterly or six monthly basis.

7. Qualifications of the Agency:

- a) Legally registered organization under the laws of India and possess audited financial statement.
- b) Minimum 03 years work experience in social communication campaign planning, implementation, monitoring.
- d) Have demonstrated 03 years' experience in **design, production of** communication media materials both for mass media and print media, engaging and buying Radio air time, including activation;
- e) Minimum 03 years of experience in working with FM Channels and Radio.
- g) Team leader and key members must have relevant qualifications and experiences in relation to electronic, outdoor media, organize stakeholder meetings. They should have excellent interpersonal skills to work in teams.
- h) The organization should have adequate and appropriate logistical facilities and human resources including expert/specialized to organize, implement, management, coordination, monitoring and reporting of such kind of social campaign
- i) Ability to implement its proposed implementation plan within proposed time schedule & cost.

8. Submission of Proposal:

This is a **three months social campaign to Prohibit Child Marriage and Dowry in Bihar. The agency will engage Radio FM Channels and roll out this campaign as per TOR.**

Bidders MUST need to submit Technical and Financial proposal separately. (Bidder can submit the proposal individually or in consortium). **Interested Agency/Organization is requested to submit a proposal that will include:**

Individual proposal:

Technical Proposal that demonstrate good understanding of the assignment and its context according to TOR

Narrative technical proposal by outlining detailed methodology with work plan, (media plan, activation media plan and IPC plan), time line, responsibilities.

Maintenance, safeguard plan of outdoor media, supervision, monitoring plan and certification of the activities of the campaign.

Organization profile including previous work experience of agency/organization in relation with design, implement, maintenance and monitoring of **social campaign** on social issue, airing Radio messages as per TOR

Logistic capacity of the organization for doing the campaign with list and background of professionals, team members

Financial proposal/detail cost proposal

Both technical and financial proposals for the tasks/assignment must be presented in English.

Consortium Proposal:

Along with the requirements mentioned under Individual proposal the bidder need to meet the additional requirements as follows for submission of consortium proposal:

In consortium approach one will be **the lead agency.**

- WDC/WDC will **contract out the work to lead agency.**
- Lead agency will accountable to WDC/WDC.
- **Include partnership agreement** with consortium partner/s for this proposal.
- Clearly mention in **the proposal that which activities will done by the consortium member/s.**
- Clearly mention **the proposal about requires experience and human resources of consortium member/s** for those specific activities of the campaign.
- Clearly mention **the proposal about the coordination, monitoring and accountability mechanism between lead and consortium member/s** for specific activities of the campaign.
- Clearly mention **the proposal about technical expertise of the consortium partners** for the specific activities.
- Qualifications and year **of experience will be same for the consortium partner/s.**

9. Evaluation of Bids

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical bid being completed prior to any financial bid being opened and compared. The financial bid will be opened only for those bidders, whose technical bid reaches 70 points, meeting the requirements for

the RFP. The total number of points which a bidder may obtain for technical and financial bids is 100 points. The proposals, technical and financial, will be evaluated by WDC/WDC professionals.

- A. **Technical Evaluation:** The technical bid is evaluated on the basis of its responsiveness to the Terms of Reference and the evaluation criteria. Agency's qualifying with best Technical Proposal must score 70% out of total scores of 100; scores distributed by specific criteria are:

Criteria, sub criteria	Weight
1.	10
a. A brief introduction and overview of the assignment demonstrating understanding of the assignment such as its objectives and context, which are reflected in the entire technical proposal	10
2. Technical Soundness of the proposal	30
a. Campaign implementation work plan, Activation media plan, session plan of stakeholder meetings/ Interviews/ training/slum – hard to reach areas activation plans/Research / story line /Virtual Characterization/ creativity / messaging with time frame.	10
b. Management, coordination, accountability mechanism of the campaign implementation up to field level	10
c. Evidence of understanding Radio FM Communication	05
c. Monitoring plan and Maintenance plan	05
3. Experience	40
a. Over all experience in designing, implementation and monitoring a large scale social campaign	7
b. Experience in media / development IEC materials, pre-testing, finalization and Government working	7
c. Experience in outdoor activations - At city corporation, district, Block and hard to reach areas in urban and rural geography	7
d. Experience to work with government, with NGOs, media, elected leaders in organizing stakeholders meetings, training and sensitization meetings at state and local levels.	10
e. Experience in partnership/consortium approach/ contract out	09
4. Organization Strengths:	20
a. Adequacy and capacity of administrative and logistics facilities, management control system, and additional resources/logistics which can be made available for this assignment	10
b. Proposed Team: Technical knowledge and service experience of the implementation team; adequate and right staff combination in relation to the respective expected activities as per TOR.	10
TOTAL	100

Pre-bid Meeting: A Pre-bid meeting will take place at GRC-WDC office on

Annexure I: Format for Technical Proposal:

Interested Consultants/agencies having relevant experience as outlined in the RFP documents, should apply by submitting the Technical proposal indicating the zones applied for (an agencies can apply for both Zones).

The proposal should include:

- i) Analysis of types of messages for specific audiences and best method to reach these groups
- ii) Sample script to introduce campaign initiative
- iii) Detail concept and summary outline of the proposed relay / episodes
- iv) Program format with time breakdown
- v) Evidence / Evidence of past experience on producing and broadcasting / at least three radio program on development based on activation.
- vi) Technical capacity and human resource of the organization. CVs of key persons who will be involved in the proposed radio engagement initiative.

Annexure II: Format for Financial Proposal

Required expenditure items in the financial proposal:

- i) Monthly Cost of engaging the FM Channels for the desired set of activities on a monthly basis for three months per Zone
- ii) Total annual cost of the Project (including taxes) per Zone

The financial proposal should be submitted in a separate sealed envelope incorporating the above components.