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**TERMS OF REFERENCE (TOR)**

**ENGAGEMENT OF CONSULTING AGENCY (IES) FOR PRODUCTION AND AIRING OF RADIO  
MESSAGES, TALK-SHOWS AND OTHER COMPONENTS FOR THE PROJECT CAMPAIGN ON  
PREVENTION OF CHILD MARRIAGE AND DOWRY WITH RADIO FM CHANNELS**

**ISSUED BY**

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





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**Assignment Title:** Engagement of Consulting Agency (ies) for Production and Airing of Radio Messages, Talk-Shows and other components for the project campaign on prevention of Child Marriage and Dowry with Radio FM Channels

**Date of issue:** 24<sup>th</sup> July 2018

**Last Date of Submission:** 24<sup>th</sup> August 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 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 (ToR)

### Engagement of Consulting Agency (ies) for Production and Airing of Radio Messages, Talk-Shows and other components for the project campaign on prevention of Child Marriage and Dowry with Radio FM Channels

#### 1. Background:

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.

#### 2. Objectives of the Project:

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.

#### 3. About the project:

The project features the use of radio as a medium to generate awareness and advocate the prohibition of Child marriage and Dowry in the State. 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. GRC-WDC intends to engage and involve Consulting Agency (ies) to execute the aforesaid work.

The Consulting Agency (ies) would be engaged for a period of 4 months.

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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. Purpose of the Consultancy:**

The radio messages and talk-shows are being produced as part of the Communication for Behavioral Impact (COMBI) campaign undertaken under the project to positively influence the attitudes/behaviors of stake holders. 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 GRC-WDC to promote and disseminate Message around the Prohibition of child marriage and dowry in Bihar in the transmission catchment area.

**5. Work-plan for the task:**

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 GRC- 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)
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- 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
- h) Creative or an innovative format as per GRC-WDC discretion

**Frequency, Day and Time:**

- a) Total relays / episodes: every week for 12 week.
- b) Air time: 30-45 minutes in a day
- c) Frequency: At least Four Times a day
- d) Time: During the day, Morning, Mid Morning, Afternoon and Evening (Two times in between 7.30am-11.30am; once in between 2.00 pm 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 5-7. Accordingly the coverage may be bifurcated across districts to cover maximum of the Bihar population.

Radio Campaign	
Target audience	Rural /Semi Urban/ Urban areas (Men, Women, Youth and Children & all stake holders)
Geographical coverage	Whole of Bihar. Mobilize the maximum outreach of radius of broadcast of FM stations.
Production timeline	1 <sup>st</sup> August'18- 30 <sup>th</sup> November, 2018
Requirements	Concepts with Scripts Radio Messages in Hindi/English/Local/regional languages (10/30 seconds each) Radio Open ended Talk Shows in Hindi/English/Local/regional languages (30-40 minutes each) Radio magazine Radio drama Interviews Discussions Debates
Key messages	Prohibition of Child marriage and Dowry and to promote education of children to make them self sustainable and contribute in socio-economic structure of family as well as society.
Radio Stations (FMs) to be covered	Radio City 91.1 FM, Red FM 93.5 FM, Big FM 95, Radio Mirchi 98.30 FM, AIR 101.6 FM, others

\* Actual work implementation plan may differ slightly after the ground work/pilot testing of the Project.

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## 6. Submission of Proposal:

This is a four 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.

The agency will be selected on the assessment of Technical & Financial proposals. 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. Track record in developing/conducting media campaigns for development sector.
- Logistic capacity of the organization for doing the campaign with list and background of professionals, team members
- Have State level geographical coverage.
- Expression of interest outlining how the agency meets the selection criteria and their understanding of the TOR.
- Dedicated team members having relevant experience with names and CVs.
- Organizational profile containing evidence of the work done in this area. A proposed methodology and work plan with time frame.

**Financial proposal/detail cost proposal-** This shall be furnished separately with various budget heads/activity/sub activity and as per requirement.

**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 needs to meet the additional requirements as follows for submission of consortium proposal:

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

- ~~QBCI~~ WDC will **contract out the work to lead agency**.
- Lead agency shall be accountable to WDC (GRC).
- **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.

## 7. 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 team.

- 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
<b>1.</b>	<b>10</b>
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
<b>1. Technical Soundness of the proposal</b>	<b>30</b>
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
<b>3. Experience</b>	<b>40</b>
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
<b>4. Organization Strengths:</b>	<b>20</b>
a. Adequacy and capacity of administrative and logistics facilities, management control system, and additional resources/logistics which can be made available for this	10



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assignment	
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
<b>TOTAL</b>	<b>100</b>

1<sup>st</sup> Aug

**Pre-bid Meeting:** A Pre-bid meeting will take place at WDC office on ~~22<sup>nd</sup>~~ July at 4 pm.

#### **Ownership/copyright**

This assignment is to be funded by Women Development Corporation and therefore, it shall be the owner of the assignment output. The Consulting agency will have no right of claim to the assignment or its outputs once completed. Any reports/research reports and process documentation produced as a part of this assignment shall be deemed to be the property of Women Development Corporation and the service provider will not have any claims / rights and will not use or reproduce the contents related documents/material without the prior written permission of Women Development Corporation.

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

Interested Organizations having relevant expertise and experience can submit their Technical and Financial proposals (Hard and Soft copies) in two separate sealed envelopes by ~~7<sup>th</sup>~~ <sup>14<sup>th</sup></sup> August 2018 to the MD, WDC.

Please mention on left top corner of envelope in bold "TECHNCIAL AND FINANCIAL PROPOSAL FOR EXPRESSION OF INTEREST FOR PRODUCTION AND AIRING OF RADIO MESSAGES, TALK-SHOWS AND OTHER COMPONENTS FOR THE PROJECT CAMPAIGN ON CHILD MARRIAGE AND DOWRY WITH RADIO FM CHANNELS.

Only shortlisted applicants will be contacted. MD, WDC reserves the right to reject any or all proposals and is not bound to any legal claim in this regard.

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