

Request for Proposal from Agency / Consultants for Development of IEC materials for COVID-19, SRH and HIV on Virtual basis

1. Introduction about India HIV/AIDS Alliance:

India HIV/AIDS Alliance (Alliance India) is a non-governmental organisation that builds capacity, provides technical support and advocates to strengthen the delivery of effective, innovative, rights-based, community-based HIV programmes to vulnerable populations affected by the AIDS epidemic. The organisation works closely with National AIDS Control Organisation (NACO), State AIDS Control Society (SACS), and community-based organizations in an effort to build an AIDS free society. Our mission is to support community action to prevent HIV infection, meet the challenges of AIDS, and build healthier communities.

2. Background - Sampoorna project

Integrating SRH-HIV services in the state of Gujarat to address the unmet needs of high-risk groups Sampoorna (meaning Complete in Hindi) Project is implemented in six priority districts of Gujarat, Ahmedabad, Surat, Sabarkatha, Bhavnagar, Vadodara and Rajkot, focusing on strengthening of health systems, improving linkages, building capacity and influencing policies with the aim to integrate Sexual and Reproductive Health (SRH) and HIV. Supported by the United Nations Population Fund (UNFPA) the project was rolled out in April, 2020 for the project cycle 2020-2022. In the wake of COVID-19 outbreak, the project has included COVID-19 response to provide assistance to the high risk groups.

Sexual and Reproductive Health and HIV risk behaviours are intertwined. Integrated HIV and SRH services are acknowledged to improve access to information and risk perception, improve continuity of care, and reduce the cost of services and would also lead to improved client-health worker relationships. Many people seeking SRH services are at high risk of contracting HIV infections, however, they are not provided important services to help detect and prevent services. Moreover, SRH needs of key population FSW, TGs seeking reproductive and sexual services are not met due to lack of enabling environment and specific services for them.

Leveraging on the past experiences of working with key population for improving access to HIV and SRH service and innovations such as community-based testing through Samarth clinics, addressing immediate SRH needs of women in sex work and Gender-based violence (GBV) for retaining women for a long time in HIV care and support programme, project Sampoorna endeavours to strengthen SRH-HIV integration, pilot interventions for community-level integration, facilitate policy-level integration and document the intervention as a blueprint for scaling-up of the model in other states of India.

Sampoorna is working in nine districts of Gujarat and will be responding to the immediate needs of the COVID19. Alliance India in collaboration with UNFPA and GSNP+ developing virtual IEC materials to provide more information on SRH and HIV and also connect for the referral services.

2. About the proposed assignment:

Alliance India will be contracting agency to develop virtual materials on following topics under Sampoorna Project,

Sr. No.	IEC materials	Quantity	Duration	Target audience	Details on messaging (topics)
1	GIF	8	30 seconds	HRGs PLHIVs Pregnant Women Children Adolescent living with HIV	<ol style="list-style-type: none"> GIF on STI (sexual health) for HRG population GIF on HIV testing GIF on GIF on Safe abortion GIF on Cervical cancer GIF on positive living GIF on condoms GIF on other contraception
2	COVID19 Animated videos	8	180 – 240 seconds (3-4 minutes)	HRGs PLHIVs Pregnant Women Children Adolescent living with HIV	<ol style="list-style-type: none"> COVID 19 and sexual health COVID 19 prevention & care COVID 19 and safe abortion COVID19 and access to ARVs COVID19 and Sexual contact COVID19 and Gender base violence COVID 19 and mental health COVID19 and HRG issues
3	Animated videos on SRHR and HIV	3	240 - 300 seconds (04 - 05 mins)	Outreach workers Aasha Workers LSW workers Peer Educators Counsellors Health Care providers	<ol style="list-style-type: none"> SRHR – post-partum contraceptives, HRG needs etc HIV – HIV and STI – prevention and care services for HRGs HIV Bill information and other SRHR legal issues related information

3. Scope of work

Scope of the work involves developing above mentioned virtual IEC materials in consultation with Alliance India. It involves following core responsibilities mentioned below,

- Content development
- Desk review
- Pre testing – with GSNP + (Virtually)
- Designing and ensuring the materials friendly to virtual spaces – social media, WhatsApp etc.
- Language translation in Gujarati
- Required voice over in Gujarati for animated content
- Materials to be developed in two languages – Hindi and Gujarati

4. Outputs/deliverables:

Sr. No.	IEC materials	Quantity	Duration
1	GIF	8	30 seconds
2	COVID19 Animated videos	8	180 – 240 seconds (3-4 minutes)
3	Animated videos on SRHR and HIV	3	240 - 300 seconds (04 - 05 mins)

5. Activity Time line (20 June 2020 - 20 August 2020) the consultant or the agency is expected to prepare a detailed activity plan for the said activities above

Sr. No.	Activities	Timeline			
		Week - 1	Week - 2	Week - 3	Week - 4
1	Consultation with national team	XXX			
2	Desk review and plan of action	XXX			
3	GIFs		XXX	XXX	
4	Animated videos – COVID 19			XXX	XXX
5	Animated videos – SRH & HIV			XXX	XXX

6. Project management and reporting

While the agency will be working with the field team at the national & state team. The overall accountability for the task will be reported to Dr. Rita Prasad, Director of Programmes Alliance India. For the functional coordination Abhina Aher, Associate Director Gender Sexuality & Rights will be coordinating with agency for task quality, timeliness, technical guidance and also coordination with other stakeholders.

7. Eligibility Criteria Agency / Consultant

- Agency / Consultant Profile
- List of clients worked on developing IEC material in Development Sector
- Details of 3-4 major IEC assignments worked on similar pattern
- Financial details of last 3 years in case of agencies.
- Agencies with clear define organisational structure

The application has to be submitted along with all supportive documents on or before 7th July 2020 by 6:00 PM by hand or registered post or courier or through e-mail to the address and email mentioned below:

**India HIV/AIDS Alliance
6, Community Centre, Zamrudpur, Kailash Colony Extension
New Delhi -110048**

Email: procurement@allianceindia.org

*The proposal should be submitted in a sealed envelope and **mention “Request for Proposal from Agency / Consultants for Development of IEC materials for COVID-19, SRH and HIV on Virtual basis” on the top of the envelope.***

In case bidder is not able to send the hard copy, bidder can send their application along with supporting documents by e-mail to procurement@allianceindia.org mentioning “**Request for Proposal from Agency / Consultants for Development of IEC materials for COVID-19, SRH and HIV on Virtual basis**” in the Subject of the mail. The e-mail with application documents as mentioned above should also be send within the timeline prescribed above, that is, **by 7th July 2020 by 6.00 pm**

Applications received after the above date and time shall be summarily rejected.

Agencies / Consultant meeting the eligibility criteria and who are interested in carrying out this assignment are requested to submit their proposal for the same as per the details outlined in the RFP. All correspondence/communications regarding the proposal should be made at the above contact details through e-mail only. Any action taken by the interested agencies directly/indirectly to influence the selection procedure for obtaining undue advantage, may lead to the rejection of application submitted by the said agency.