



STATE INNOVATION IN FAMILY PLANNING SERVICES PROJECT AGENCY

**REQUEST FOR PROPOSALS (RFP)
(ONLY FOR SIFPSA EMPANELLED RESEARCH AGENCY)**

**On Spot Monitoring, Assessment and Documentation of IEC “New Radio Drama Series
“Sunehre Sapne Sawarti Rahen”**

Background:

The socio-cultural context in Uttar Pradesh displays a low status accorded to women; women in turn accord least importance to their own health. A strong gender bias exists with preference for male progeny continuing to manifest itself. While decision-making on matters such as maternal and child health, adolescent health, family planning has gradually moved towards a joint partnership between husband and wife, there are still many miles to go on this front. Correct information still needs to be provided on maternal health, family planning, gender adolescent health etc.

Grass root level service providers in Uttar Pradesh are trained in technical skills. The need to build community and systemic sensitivity towards the service providers and then to move to a situation where the community perceives quality health services, as a right, remains one of the key challenges of communication.

To face the above challenges SIFPSA had developed Radio Drama – Sunehre Sapne Sawarti Rahen on NHM issues.

A new Radio Drama Series has been developed by SIFPSA under the title ‘**Sunehre Sapne Sawarti Rahen**. This Radio Drama Series was developed by SIFPSA on NHM issues having main focus on target audience living in villages. This will cover maximum target audience of U.P, with low budget.

Proposed activities under the Radio Drama Series:

Radio Drama Series “Sunehre Sapne Sawarti Rahen”

Radio is an important component of mass media with a maximum reach in rural Uttar Pradesh, thus offering a unique media edge both in terms of cost effectiveness and reach. This is more so in the context of rural audiences that are the largest and most critical segment of our programme’s target groups.

Strategy for Radio Drama Series:-AIR Primary channels have maximum coverage in U.P; hence it is proposed to air this radio drama series through 12 AIR primary channels.

- 525 Listeners groups/ Shrota Sanghs, 7 per district under supervision of ASHAs are formed. Name of competent ASHAs will be selected with the help of DPM/CMO.
- One small transistor with batteries is provided to each selected ASHA for Shrota Sangh. (Listeners group). Rs 1000 is provided to each Shrota Sangh (for arrangement of Dari and change of batteries etc).
- To make the program interactive, two Quiz questions will be asked during all 26 episodes and prizes shall be announced on radio. To capture the audience, information of quiz question will be given in radio drama. Answer of queries will be given by NRHM expert in the program.

- These answers and names of prize winners will be included in the program by AIR Lucknow on their approved rates. 20 prizes @ Rs. 1000 will be given to the listeners who will give correct answer of quiz questions. Name of prize winners will be selected randomly by lottery system.
- SIFPSA post box No. 411 will be utilized to get the maximum feedback /letters. Post box number will be announced in every episode of radio drama.
- 20 ASHAs will be awarded for the best performance of Shrota Sangh. Prizes for ASHAs (for best performing Shrota Sangh) will be based on receiving of maximum letters of Shrota Sangh.
- For promotion of the programme, publicity will be started 07 days before the initiation of the programme by AIR, by airing of 10 second publicity spots. Schedule of radio drama series will be incorporated in the Newsletter being developed by SIFPSA for ASHAs and will also be shared during VHND celebrations.
- 5 Posters/ block were distributed for pre publicity purposes.

Study Design:

Methodology:

Monitoring and Assessment of Shrota Sanghs during relays:

Seven Shrota Sanghs, led by ASHA have been constituted in each district. The list of Shrota Sanghs will be provided by IEC division of SIFPSA. The Radio Drama Series “Sunehre Sapne Sawarti Rahen” having messages related to RCH and MCH will be aired by Primary Channels of All India Radio from 1:15PM to 1:45PM.

It is proposed that two Shrota Sanghs out of 7 in a district will be monitored and assessed by the selected research agency on a pre-structured schedule and at least two digital photos of each Shrota Sangh during the performance will be taken for the purpose of documentation. In all 150 Shrota Sanghs (2X75) will be monitored/ assessed by the selected agency.

Report Submission:

A report on monitoring/assessment of 150 Shrota Sanghs in 75 districts of Uttar Pradesh will be submitted by the selected research agency.

Key Implementation Activities:

- Finalization of instruments
- Recruitment and training of field investigators
- Data quality assurance plan
- Data entry software and processing
- Analysis plan
- Draft report submission (electronic and hard copy)
- Final report submission (electronic and hard copy) as per the decisions/recommendation given during the presentation on survey findings by the agency.

Deliverables:

The research agency shall submit the following deliverables in both electronic form and in hard copy to SIFPSA as per the timeline, which will be finalized before contract signing.

- Survey instruments (Hindi)
- Submission of training report with final list of names of trained investigators and supervisors
- Brief progress report on completion of 50% of survey work
- Brief progress report on completion of survey work
- Data tabulation plan
- Draft report as per the project proposal (approx.40-50 pages)
- Final Report as per the project proposal (approx.40-50 pages)

Time Frame:

<ul style="list-style-type: none"> • Draft report 	Within two months of agreement with SIFPSA
<ul style="list-style-type: none"> • Final Report 	Within one week of presentation (after receiving feedback on the same during the presentation on survey findings by agency)

Duration of the Study:

Two months from the date of agreement with SIFPSA

Confidentiality Clause:

All documents, information, statistics and data collected by the short listed agencies in the discharge of obligations under the agreement shall remain confidential and property of SIFPSA.

Payment Schedule:

<ul style="list-style-type: none"> • On signing of contract agreement 	40 %
<ul style="list-style-type: none"> • On submission of Draft report: 	30 %
<ul style="list-style-type: none"> • On submission of acceptable Final report: 	30 %

Evaluation Criteria

Criteria for selecting the agency will include an evaluation of both technical and financial bids on the following parameters:

Criteria for evaluating Technical Proposals:

Sl. No	Technical Areas	Marks (Max. 70)
1	Understanding of study objectives by the agency. Methodology to be followed stating the approach.	20
2	Detailed work plan for task completion along with timelines.	20
3	Clear description of study quality assurance plans interlinked with manpower proposed	10
4	Clear description of data quality assurance plans.	05
5	Experience of conducting similar task by agency.	15
		70

Criteria for evaluating Financial Proposals:

Submit the following as per the format given below:

- Time plan for the study.
- Proposed cost and break-up of costs for conducting a survey.

Sl No.	Type of work	Timeline	Cost (Rs.)	Marks assigned
1	Printing of Survey instruments			Max 30
2	Training of survey teams			
3	Listing and Mapping			
4	Data Collection			
5	Data Analysis			
6	Table generation			
7	Report writing			
8	Others, if any			
Total cost (Rs.)				
Total cost including all taxes (Rs.)				

Selection Criteria:

1. The lowest bidder will get 30 marks and others in proportion to their cost with the lowest cost.
2. Marking would be done on a scale of 100, with 70 marks assigned to technical and 30 marks to financial proposal as mentioned under evaluation criteria above.
3. SIFPSA reserves the right to select research agency for the study and reserves the right to accept or decline late proposals at its absolute discretion.

Submission of proposal:

Response to the RFP is expected to be received within 7 days from the date of issue of the RFP and would be due no later than 6,00 p.m. (CoB) on January 11, 2018.

Proposals delivered and/or received after this deadline will not be considered and will be marked disqualified.

Agency should submit the Technical and Financial Proposals separately in a sealed cover and envelope superscripted **On Spot Monitoring of Radio Drama Series** and send the same through speed post/courier to:

**The General Manager (REMI),
State Innovations in Family Planning Services Project Agency (SIFPSA),
Om Kailash Tower, 19-A Vidhan Sabha Marg, Lucknow – 226 001**