**Expression of Interest (EOI)**

**FOR**

**Selection of Agency for Health Facility Branding of (L2) and (L3) Level Hospitals in Uttar Pradesh**

**From**

**National Health Mission**

**Uttar Pradesh**

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**Brief over view**

Reducing the global burden of preventable maternal, newborn and child illness and deaths has emerged as a major focus for the global health community. RMNCH+A approach was launched by the Government of India in the year 2013 to essentially address the major causes of mortality among women and children by accessing public health services across the state. The RMNCH+A strategic approach has been developed to provide an understanding of ‘continuum of care’ to ensure equal focus on various life stages.

In the year 2014-15, the IEC division at NHM Uttar Pradesh decided to strengthen communication between client and the service provider through use of effective job aids and to promote various services of respective facilities. The overall objective was to bring closer to each other and to increase the visibility of the facilities. It requires quality of client –service provider interaction to motivate client and to promote services of facilities through its satisfied clients. UNICEF Lucknow has demonstrated communication branding of 5 facilities in Lucknow district. UNICEF branded CHC Chinhat, Sub center Lalapur, PHC Negoha, Avanti bai district women hospital and Lokbandhu Raj Narayan combined facility. These facilities are to be considered demonstrated sites for different types of Facility branded with need base communication package.

National Health Mission Uttar Pradesh has decided to scale up facility branding which was initiated by UNICEF across all the L 2 and L 3 Public health facilities in Uttar Pradesh in the year 2015-16. Government of India has duly allocated funds for branding of 192 L3 and 1093 L2 facilities across the state of U.P. UNICEF will provide technical support to Government of Uttar Pradesh for implementing the communication Branding across the selected health facilities. A bidding process will be initiated to identify bidders to implement facility branding activities across the state very soon.

**Objective of Facility branding**

1. To develop a Standardized Social and Behavior Change Communication Package tailored in line with the health facility needs in the context of ‘continuum of care’ on RMNCH+A theme.
2. To fulfill the need of communication tools and job aids for service providers so as to enhance the health service seeking experience of the client.
3. To support in capacity building of service providers where they will use the communication package for promoting different services to the client also to improve client service provider interface.
4. In order to make the facility client friendly

**Scope of the work**

A detail scope of the work in implementing the facility branding has been divided into 4 parts as per the supply of goods and completion of the activities. A brief explanation of each part is mentioned below but it is not the complete list. The list of items may be increased as per need of facility.

1. **Procurement of communication package: -**
2. Pre designed and NHM UP approved soft copy of the required IEC materials/items will be provided to the selected agencies for printing and installation work. It would be the sole responsibility of the selected agencies to print, and procure the approved quantity required for the facility they are assigned to implement.
3. It is mandatory for the agency to share and get a written approval of 1 set each of printed material with project management committee (PMC) -NHM for quality check before going into mass production. It will the responsibility of the agency.
4. No agency can go ahead with the installation work before prior approvals, if any material is not approved by NHM then the same cannot be consider for payment.
5. **Installation and supply of materials: -**
6. It is the sole responsibility of the selected agency to install various materials (according to the work order) as per the specifications and locations in each health facility.
7. This activity has to be carried out in the knowledge and participation of concerned Medical Officer In-charge/ Superintendents.
8. For documentation as well as for processing of the bills a minimum 3 to 5 pre & post installation photographs (in digital) of each facility to be submitted by the agency both in soft copy/ print out in A4 B/W.
9. In case of any issue which may arise relating to supply and installation of printed materials will be sorted out directly by the agency and NHM will nowhere be responsible for it unless and until it channeled through appropriate authority.
10. The selected agency/agencies will be responsible for payment of toll/octri tax or any other tax as applicable by law of the land.
11. **Certification of installation and supplies:-**
12. Selected agency shall also furnish a certification from concerned Medical Officer In charge/ Hospital Superintendent on the approved format. It will have in writing that the agency concerned has completed the assigned task as per the specification and quantity.
13. NHM will provide the format for the certification. The agency shall provide facility and item wise certificates in 2 set along with invoice for payment. Without certificate in prescribed format no procedures for payment shall be initiated by NHM. Hence facility and item wise certification is must for any part/ full payment.
14. **Final Submission of report & photographs:-**
15. The agency shall provide a brief report after completion of the work (format of the report shall be given by NHM).
16. Selected Agency/agencies will also provide district wise photo documentation of entire work along with the report. 2 sets soft as well as hard copy of district wise report will be submitted by the agency
17. All final payment shall only be processed when all satisfactory certificates from concerned medical authority is submitted

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**Agency selection process:**

1. To complete the implementation of health facility branding an e –Tendering process would be carried out.
2. The agencies interested in carrying out the work would have to register their company for e-tendering process.
3. This would be an open tender.
4. After EoI publication a consultation meeting would be called where representatives from agencies could come and address their queries

Date: 4th April, 2016

Time: 11:30 am

Venue: SPMU Meeting Hall, Vishal Complex, 19-A, Vidhan Sabha Marg,

Lucknow.

Contact No.: Mrs.Katya Saha, 9811423110,

Email: [sbcccellup@gmail.com](mailto:sbcccellup@gmail.com).

Any agency not attending the consultation workshop is also welcome to apply for the same.

1. For the branding work, Uttar Pradesh has been divided into 3 Zones : (detailed Excel sheet as part of Annexure)

* **Zone A-** Meerut, Moradabad, Bareilly, Saharanpur, Agra and Aligarh Divisions
* **Zone B-** Lucknow, Kanpur, Jhansi, Faizabad and Devipatan Divisions
* **Zone C-** Basti, Gorakhpur, Mirzapur, Allahabad,Banda, Azamgarh and

Varanasi Divisions

1. Agencies willing to submit a Bank Guarantee and Performance guarantee to National Health Mission which will be duly returned after the successful completion of the project, are encouraged to apply.
2. Agencies having similar kind of work experience are encouraged to apply.
3. Agencies who have never been blacklisted by any government body are only eligible to apply.

**Selection Criteria of Agency:**

Detailed selection criteria of the agency will be mentioned at the time of final RFP Publication and E-Tendering .

**Area of Implementation:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SL.No** | **Name of the Zone** | **Total no. of districts covered** | **Total No. of Mandals covered with respective Blocks** | **L2** | **L3** | **Total Facilities to be covered** |
| 1 | **A** | **Meerut** | Meerut(12), Bagpat(6), Bulandshahr(16),GB Nagar(4),Ghaziabad(4), Hapur(4) | 48 | 16 | 64 |
| 2 | **Muradabad** | Moradabad(8), Bijnor(11), Amroha(6), Rampur(6), Sambhal(8) | 48 | 6 | 54 |
| 3 | **Bareilly** | Bareilly(15),Badaun(15), Pilibhit(7),Shahjahanpur(15) | 68 | 8 | 76 |
| 4 | **Saharanpur** | Saharanpur(11),Muzzaffarnagar(9), Shamli(5) | 30 | 5 | 35 |
| 5 | **Agra** | Agra(15), Firozabad(9), Mainpuri(9), Mathura(10) | 49 | 13 | 62 |
| 6 | **Aligarh** | Aligarh(12),Etah(8), Hathras(7), Kashganj(7) | 37 | 6 | 43 |
|  |  | **6** | 26 | 280 | 54 | 334 |
| 7 | **B** | **Lucknow** | Lucknow(8), Hardoi19),Lakhimpur(15),Raibareilly(15), Unnao(16), Sitapur(19) | 119 | 35 | 154 |
| 8 | **Kanpur** | Kanpur(10), Auraiya(7),Farrukhabad(7), Etawah(8),Kannauj(8),Kanpur dehat(10) | 51 | 18 | 69 |
| 9 | **Jhansi** | Jhansi(8),Jalaun(9),Lalitpur(6) | 50 | 6 | 56 |
| 10 | **Faizabad** | Faizabad(11), Ambedkarnagar(9),Amethi(16)Barabanki,Sultanpur, | 101 | 13 | 114 |
| 11 | **Devipatan** | Behariach(14), Gonda(16), sharwasti(5), Balrampur(9) | 68 | 5 | 73 |
|  |  | **5** | 24 | 389 | 77 | 466 |
| 12 | **C** | **Basti** | Basti(14), Sant Kabir Nagar(9),Siddarthanagar(14) | 45 | 7 | 52 |
| 13 | **Gorakhpur** | Gorakhpur((19),Deoria(16),Kushinagar(14),Maharajganj(12) | 94 | 8 | 102 |
| 14 | **Mirzapur** | Mirzapur(12), Bhadoi(6), Sonbhadra(8) | 47 | 3 | 50 |
| 15 | **Allahabad** | Allahabad(20), Fatehpur(20),Kaushambi(8), Pratapgarh(17) | 78 | 14 | 92 |
| 16 | **Banda** | Banda(8), Chitrakoot(5), Hamirpur(7), Mahoba(4) | 35 | 6 | 41 |
| 17 | **Azamgarh** | Azamgarh(22), Balia(17), Mau(9) | 61 | 7 | 68 |
| 18 | **Varanasi** | Varanasi(8), Jaunpur(21), Ghazipur(16), Chandauli(9) | 64 | 16 | 80 |
|  | **TOTAL** | **7** | 25 | 424 | 61 | 485 |

**Brief over view of communication package**:

Following BCC materials have been developed by NHM which will be printed and installed at the respective facilities to increase the visibility as well as to inform all clients about the various services being provided for them. The details are as follows:

**Communication Branding details of Public Health Facilities (192 L3 and 1093 L2 facilities) on RMNCH+A**

| **S/N** | **Location** | **Material** | **Number** | **Relevant Themes/Issues on which the material will focus** |
| --- | --- | --- | --- | --- |
| 1 | **Catchment Area Materials** | Hoardings for Catchment area | 3 | Routine Immunization, Benefits of Institutional Delivery, Importance of Early Registration of ANC, Consultation from Quality Doctors |
| Direction Boards and sign indicators on feeder roads | 2 | Hospital name with direction arrow |
| Small radium sign boards | 5 As per need | Hospital name direction arrow |
| 2 | **Communication materials for the Hospital Compound** | Glow Sign board for Main Gate Over Head and for hospital | 2 | Name, Location, logo |
| Citizen Charter - Schemes | 1 | All schemes running in hospital with clear details and benefits |
| Big Boards for Key/Emergency Services | 3 | For Emergency Services, DOTS Services, Grievance addressal, Outbreak Surveillance Information |
| **3** | **Materials for hospital (OPD Waiting Area)** | Citizen Charter - Services | 1 | All services in the hospital with timing, Doctor name, room no etc |
| Boards | 1 each | Doctor Board of all OPD doctors with Designation, Room No, Name. Floor plan board with key departments, Notice Board for IEC pasting, |
| Standee - 102/108 | 1 | Content on 102/108 provision |
| Flyer - 102/108 | 1 set | Content on 102/108 provision |
| Director Acrylic Signage | As per Need | within the hospital to go to key departments |
| 4 | **Gynecologist / LMO Room** | Standee | 1 | ANC Components and its details |
| Pamphlets and flyers to be given to clients | As per Need | On care During ANC, eliciting Husband participation in it, and Exclusive Breastfeeding. |
| 5 | **Pediatrician Room** | Posters | 4 | on Exclusive Breastfeeding , Complementary Feeding (What, how when, how much), ORS and ZINC Poster |
| 6 | **Department wise / Room wise Materials** | Number Plate, Name Plate | As per Need | Numbering of rooms to be done for all Rooms (Dept includes registration, pharmacy, labs, rooms etc ), Naming to be done for all Including toiltes, drinking water, Store etc |
| Angle Board and Information Board | As per Need | Angle boards for all Doctors name, Chief Pharmacist, Chief Technician etc and information board adjacent to all rooms for key info on services, Report timings, tariffs or free service intimations.etc. |
| 7 | **Maternity Centre/ Outside Labour Room Area** | Glow Sign Board and Simple Boards | 4 | Glow sign board for department Name, Emergency board etc. Simple board for Staff Name board, Emergency Duty Roster, |
| 8 | **Staff Nurse/ ANC Room** | Flipbook | 1 | Flipbook on ANC counselling and care |
| IPC Folder | 1 | ANC - Explanation and diet, 4 checkups, etc |
| Pamphlets | 1 set | ANC Care, medications, diet, checkup |
| Poster on Quality Examination | 2 | A Poster each on Quality checks to be done at ANC and Referral Assesment |
| 9 | **Labour Room** | Posters | 3 | A Poster each on Preparation for Birth, PPH Management, Golden Minute for Baby |
|  |  | Posters | 3 | A Poster Each on Initaiting Breastfeeding, Danger Signs for Mother and Baby and Handwashing Reminder |
| 10 | **Ward Materials - PNC** | Number Plates | As per Need | Number Plates for each hospital bed |
| Poster | 3 | A poster each on Exclusive Breastfeeding, Immunization Schedule, and on Triple care for New Born Baby |
| 11 | **Immunization Room** | Standee on RI | 1 | baby age related immunization need |
| Poster, IPC Folder, Pamphlets | 1 Each | IPC on RI for complications, Pamphlets on RI information |
| Information booklet FAQ Booklet for Staff | 1 | Based on GoI Guidelines for staff, and on Q&A related to Immunization |
| 12 | **ARSH Clinic/ AFHS Clinic** | Flipbook and Film for Kishori | 1 | On Menstrual Hygiene |
| Posters and Takeaway materials |  | Menstrual Hygiene maintenance, and also focus on Chhupi todo |
| Diary for Adoloscents | 1 | Dairy for girls |
| 13 | **Family Planning Counseling Room** | Flipbook and a Demo kit | 1 Each | For counseling on All FP Methods |
| Poster | 2 | Family Planning Spacing and Right age for marriage |

**Quantity of materials to be supplied and installed**

All the required quantity to be printed by the agency will be mentioned in a detailed annexure in the E-tender document

**Specification of materials**

* All materials which need to be replicated for printing and installation at the health facilities will be provided to the selected agency/agencies by NHM.
* The specification of the material in which the required IEC needs to be printed will be mentioned in detail in the detailed e-tender document.
* All agencies need to get 1 set each of material printed and developed by them approved for the color coding and product quality before going in for mass production. Any agency, not following this process will not be considered.

**GENERAL INFORMATION FORMAT**

**This format needs to be submitted by the agency duly filled on or before 1ST April, 2016 at the email :** [sbcccellup@gmail.com](mailto:sbcccellup@gmail.com).

|  |  |  |
| --- | --- | --- |
| 1 | Name of the Bidder |  |
| 2 | Postal Address |  |
| 3 | Mobile No |  |
| 4 | Telephone, Telex, Fax no |  |
| 5 | E-mail |  |
| 6 | Web-site |  |
| 7 | Registration number of the company/firm/PAN/TAN |  |
| 8 | Name, designation and Mobile Phone No. of the representative of the Bidder to whom all references shall be made |  |
| 9 | Name and address of the Indian/foreign  Collaboration if any |  |
| 10 | Type of your company/firm (Is it single/multiple ownership firm?) |  |
| 11 | Have the Bidder to pay arrears of income tax ?  If yes up to what amount? |  |
| 12 | Have the Bidder ever been debarred By any Govt. Dept./ Undertaking for undertaking any work? (Affidavit to be submitted) |  |
| 13 | Last 3 clients of the bidder with timelines and work experience in branding. |  |
| 14 | Annual Turnover of the last 3 years of the Bidder |  |
| 15 | Annual turnover of the individual firm and not group of companies |  |

**Sign and seal of the Agency representative**