



**Bihar State Water and Sanitation Mission**  
**(Public Health Engineering Department, Government of Bihar)**  
**PHED Building, Vishveshwariya Bhawan,**  
**Bailey Road, Patna 800 015,**



Ph- +91-612 22545705, email: directorccdu@gmail.com, web: www.bswwmpatna.org, www.phed.bih.nic.in

**Request for Proposals**

The Bihar State Water and Sanitation Mission (Public Health Engineering Department, Government of Bihar) intends to hire a consultant organization to assist in developing community awareness and mass media materials for creating an enabling environment for improving awareness about the issue and engagement with Community on Piped Water Supply, Water Quality Monitoring and Water Security. The objective is to create a responsive, proactive and accountable service delivery mechanism at all level. The eligibility criteria for the agency are as follows:

1. The agency should be a legal entity registered under any Indian laws and should have in operation for at least 5 years ending on 31<sup>st</sup> May 2016 with the proof of incorporation/ commencement of business. Individuals are not eligible.
2. Must have an average annual turnover of Rs. 30 lakhs in the last three financial years. Audited Statement to be submitted.
3. The Consultant should have minimum 5 years of experience in managing communication inputs for large programmes. Proof may be submitted in the form of work orders, photographs, reports, etc.
4. The agency / its associate members should be accredited from any National/ State level Development/ Communication Agencies. A copy of the accreditation to be submitted.
5. The agency should not have been blacklisted by any Government agency. A self declaration regarding this matter should be submitted.

The interested Agency would submit as per approved operational guideline on fixed cost norms. The agency has to submit a bid security (refundable) of Rs. 5000/- payable in the form of a Demand Draft in favour of Bihar State Water and Sanitation Mission.

The detail of eligibility criteria & Terms of Reference may be collected from the office of the undersigned by 5<sup>th</sup> September, 2016 on cash/ DD payment of Rs.500/- or may be downloaded from the website [www.bswwmpatna.org](http://www.bswwmpatna.org) or <http://phed.bih.nic.in>. Downloaded proposal should be submitted along with a Demand Draft of Rs.500/- addressed to the Bihar State Water and Sanitation Mission, payable at Patna.

The selected agencies have to submit Bank Guarantee/ FDR/ DD/ equal to 20% of the assignment amount.

Interested parties may submit their RFP super-scribing **“RFP for Developing IEC Materials on Piped Water Supply, Water Quality Monitoring & Water Security”** to the undersigned on or before 5<sup>th</sup> September, 2016 by post or courier service.

The undersigned reserves the right to reject one or all the proposals without assigning any reason.

**Chief Engineer (Urban)-cum-  
Member Secretary, Executive Committee**

From;

**Chief Engineer (Urban)-cum-Member Secretary**

Executive Committee

Bihar State Water and Sanitation Mission

(Public Health Engineering Department, Govt. of Bihar)

PHED Building, Vishveshwariya Bhawan,

Bailey Road, Patna – 800 015

Ph. +91-612 22545705, Web: bswsmpatna.org

To,

**All Prospective Bidders**

Attention: Mr/Ms .....

1. Bihar State Water and Sanitation Mission invites proposals to provide the following consulting services: **“Developing IEC Materials on Piped Water Supply, Water Quality Monitoring & Water Security”**
2. The Background Information and Terms of Reference for the Consulting services are provided in the Request for Proposal (RFP)
3. This RFP is available to all eligible prospective consulting firms.
4. A firm will be selected under procedures described in this RFP, in accordance with the policies of the Govt. of Bihar.
5. The RFP includes the following documents:
  - Section 1 - Technical Proposal (Standard Format)
  - Section 2 - Financial Proposal (Standard Format)
  - Section 3 - Term of Reference
6. A Pre-proposal meeting will be convened on **29.08.2016, 4.00PM at undersigned office chamber**, where all issues/clarifications sought by bidders were discussed and finalized. Bidders are requested to submit their queries in written before the pre-bid meeting.
7. BSWSM reserves the right to accept or reject any or all proposals, and to annul the selection process and reject all proposals at any time prior to the award of contract, without thereby incurring any liability or any obligation in any form to the affected firms on any grounds.

Yours sincerely,

**(Birendra Kumar)**

Chief Engineer (Urban)-cum-  
Member Secretary, Executive Committee

## **Form A: Technical Proposal**

[Location, Date]

To:

**Chief Engineer (Urban)-cum-Member Secretary**  
Executive Committee  
Bihar State Water and Sanitation Mission  
(Public Health Engineering Department, Govt. of Bihar)  
PHED Building, Vishveshwariya Bhawan,  
Bailey Road, Patna – 800 015  
Ph. +91-612 22545705  
web: bswsmpatna.org

Dear Sir,

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in individual capacity without entering in association with/as a Joint Venture. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in the Data Sheet, we undertake to negotiate on the basis of the proposed personnel. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in the advertisement (*Please indicate date*).

We understand you are not bound to accept any Proposal you receive.

Regards,

Yours sincerely,

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm:

Address:

**Consultant's Organization**

*[Provide here a brief (two pages) description of the background and organization of the Consultant with following summary sheet.]*

**Name of the Agency:**

**Address of Registered Office:**

**Year of Establishment:**

**Contact Person with Contact Details:**

**Annual Turnover\* in last three years (Rs. in Lakhs)**

**FY 2015-16:**

**FY 2014-15:**

**FY 2013-14:**

**Average Annual Turnover for above three Financial Years:**

**\*Audited Statements to be enclosed**

**Net worth of Agency (Positive/ Negative):**

**Current Contract Commitments: (Rs. in Lakhs)**

**Working Capital: (Rs. in Lakhs)**

**Experience in Similar Assignment:**

- **Number of years:**
- **Total assignments:**
- **Assignments completed in last 3 years:**
- **Assignments done for BSWSM/DWSC:**
- **Assignments done for UN agencies:**

**Any Award or Felicitations received by your Agency:**

**Any Other Relevant Details:**

**FIRM'S REFERENCES**  
**Relevant Services carried out in the Last 3 Years**

**Which Best Illustrate Qualifications**

The following information should be provided in the format below for each reference assignment for which your firm, either individually as a corporate entity or as one of the major companies within a consortium, was legally contracted by the client stated below.

- **Assignment Name** :
  
- **Location within Country** :
  
- **Name of Client** :
  
- **Address** :
  
- **Start Date (Month/Year)** :
  
- **Completion Date (Month/Year)** :
  
- **No. of Staff** :
  
- **Approx. Value of Services** :
  
- **Name of Senior Staff** :
  
- **Narrative Description of Project** :
  
- **Description of Actual Services** :  
**Provided by your Staff:**

**Technical Document*****(a) Technical Approach and Methodology:*****Technical Approach:****(a) Planning:****(b) Focal Agenda:****(c) Communication tool justification and possible approach of implementation Organisation and Staffing:****(d) Area/ Discipline of Service:****(e) Key Experts Responsible:**

<b>Sl. No</b>	<b>Name of Expert</b>	<b>Area of Expertise</b>

Technical Document – Team Composition and Task assignment

Professional Staff					
Name of Staff	Firm	Area of Expertise	Position Assigned	Task to be Assign	CV to be submitted

**WORK PLAN/ TIME SCHEDULE**

<b>Deliverables</b>	<b>Delivered on</b>
Newspaper advertisement	
Success Stories from field	
Video Film	
Radio Jingle	



## **Form B: Financial Proposal**

### **- Standard Forms -**

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal according to Forms B1

[*Location, Date*]

To;

**Chief Engineer (Urban)-cum-Member Secretary**  
Executive Committee  
Bihar State Water and Sanitation Mission  
(Public Health Engineering Department, Govt. of Bihar)  
PHED Building, Vishveshwariya Bhawan,  
Bailey Road, Patna – 800 015  
Ph. +91-612 22545705  
web: bswsmpatna.org

Dear Sir / Madam

We, the undersigned, offer to provide the consulting services for [*Insert title of assignment*] in accordance with your Request for Proposal dated [*Insert Date*] and our Technical Proposal. Our attached Financial Proposal is for the sum of [*Insert amount(s) in words and figures*]. This amount is exclusive of the local taxes, which shall be identified during negotiations and shall be added to the above amount.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

No fees, gratuities, rebates, gifts, commissions or other payments have been given or received in connection with this Proposal.

We understand you are not bound to accept any Proposal you receive.

Regards,

Yours sincerely,

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm:

Address:

1 Amounts must coincide with the ones indicated under Total in Form B1.

**SCHEDULE OF PRICE BID**

Items	Amount as unit cost	
	In figures	In Words
1. Newspaper advertisement		
2. Success Stories from field		
3. Video Film		
4. Radio Jingle		

Signature  
(AUTHORISED REPRESENTATIVE)

## **TERMS OF REFERENCE**

### **Bihar State Water and Sanitation Mission**

#### **Development of Mass Communication and Public Awareness Materials to promote community behaviour towards Safe Drinking Water and Water Security**

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#### **1. Background and Objectives**

The Government of Bihar (GoB) is committed to empower community on safe drinking water and water security issues. The Bihar Development Resolves has reflected the State Commitment towards drinking water supply and Resolve emphasis tap water to every households of State. This is not limited to this only but also concerns with safety and purity of drinking water. In this regard, this Bihar State Water and Sanitation Mission is mandated raise community awareness and build capacity for participation and engagement of piped water supply system from planning to O&M. The State Mission's objective is to improve the awareness, capacity and skill of all the rural community of the State towards usage and handling with drinking water. Specially, the objective encompass: 1) improving Rural Piped Water Supply service delivery capacity and undertake Community awareness/ rural peoples responsive mass media campaign to community needs; and 2) improving the service delivery and rural community responsive environment to enable rural community for water quality monitoring and surveillance.

Responding to agenda of piped water supply and water quality monitoring is difficult because of the ignorance mindsets, lack of knowledge towards usage and safety of water. More than 20,000 habitations of the States have water quality related issued and water testing reports higher persistence of arsenic, fluoride and iron in water. This contamination is not only affecting the health of villagers but also the socio-economic status of Rural Bihar.

During the implementation, it has been realized that handling agenda of community engagement towards their participation and developing the sense of ownership on piped water supply and taking up the affair of water quality monitoring/surveillance is quite critical and responsive. It directly impact over the socio-economic status and overall development of society. The aware and informed community people always act as the 'change agent' because they act as the brand ambassador and carry/ transfer the correct message from one to another; this information enables to visualise the outcome and impact in lives.

The challenge of smooth implementation of assignment can be divided into following: challenges to aware and participation of community;

- a. Awareness development challenge can be tackled by
  - i. Running IEC display on disclosures of features
  - ii. Implementing community dialogue process
  - iii. Orientation and involvement of children and youth as spokesperson
- b. Participation of community can be ensured by
  - i. Knowledge building of service providers
  - ii. Sensitize and orient community leaders and religious person to lead social change process

As part of concerns above, the Bihar State Water and Sanitation wishes to commission an agency to develop a Mass Mobilization and Community Participation campaign material by developing and

preparing various IEC materials for creating an enabling environment for the implementation effort related to piped water supply, water quality monitoring/surveillance and water security.

The communication campaign materials will form the basis for the State specific situation and need with diverse rural community/stakeholders inclusion, build consensus around key components, and enable their participation in a conducive and collaborative climate.

## Objectives

The objectives of the assignment are to:

1. Develop proper Mass Media/ Communication Campaign Tools address the existing gaps and provide scope to sensitize, orient and build the capacity of rural community, service providers and diverse stakeholders
2. Build a consensus around approaches adopted by State Government to provide piped water supply through tap, water quality monitoring/surveillance & water security and strengthening the rural community responsive actions through IEC tools; and
3. Develop a communication campaign tool to engage with stakeholders and strengthen service delivery and rural community responsive mechanism of State Government.

## 2. Scope of work

The Strategy development will cover the following tasks:

- Design of material and identification of segments and channels for effective communication and feedback from and to the project;
- Produce Communication Campaign Tool Kit addressing piped water supply, water quality monitoring/surveillance and water security agenda

## 3. Suggested Methodology

The agency will hold discussions with the DPR, project team and review the project material. The agency will hold consultations and participatory exercises, to complete the need analysis.

Based on the need analysis, the agency will develop a Communication Campaign Tool kit with clear strategies for building consensus around key issues are pertaining with piped water supply/water quality monitoring/water security, and eliciting continuous feedback.

The agency will identify and work closely with traditional and print medium to communicate with larger group with purpose set for public health. The agency needs to develop minimum following IEC tools

NO	DELIVERABLE	MINIMUM NO.
1	Newspaper advertisement	10
2	Success Stories from field	A book of 38 stories
3	Video Films (of maximum 10 mins. Including walkthrough)	02
4	Radio Jingle	05

The agency will also develop basic communication materials for identified segments and channels for use in the project.

#### 4. Outputs and timeline

The agency will provide outputs according to the following schedule:

NO	DELIVERABLE	PERIOD (WEEKS FROM START OF ASSIGNMENT)
1	Draft communication campaign tool kit	10 weeks
2	Final communication campaign tool kit	2 weeks
3	Dissemination activities	1 week

Three print copies of each of the above reports will be presented, along with digital files in MS Word and PDF formats. Appropriate communication material in print and Photo formats will be presented on CDs/DVDs.

The agency will be required to make presentations to the State Mission as required.

#### 5. Support provided by Department of WDC

The State Mission will make available relevant information on piped water supply/water quality monitoring/water security in the state. The Consultants will work under the guidance of and in close coordination with the State Mission, and the field official, and other consultants of the State Mission.

The consultants will be responsible for their own accommodation, communication, transport and data-management arrangements.

#### 6. Eligibility and Competencies Required

The agency will have competency and demonstrated experience and expertise in developing and implementing communication strategies. Competencies in communications and media, including use of traditional and new media will be necessary. Experience in Bihar in similar assignments will be an advantage.

#### 8. Reporting arrangements

The Consultants will work closely with the Government of Bihar State Water and Sanitation Mission, as well as other consultants working to seek inputs. State Mission will identify nodal officer who will guide the consultants on a regular basis during the duration of assignment.

#### 9. Payment terms

The Consultant will be paid according to the following schedule:

NO	DELIVERABLE	PERCENTAGE OF TOTAL CONTRACT VALUE
1	Draft communication campaign tool kit	15%
2	Final communication campaign tool kit	25%
3	Dissemination activities	60%

