



### Request for Proposal (RFP)

Services Required:	Audio-visual production and virtual dissemination of Project ACCELERATE and NACO collaboration in strengthening various components of National AIDS Control Program on the occasion of India@75
RFP number	005/2021
Type of Procurement:	Services Agreement
Type of Contract:	Service
Term of Contract:	Eight Months
Contract Funding:	Project Accelerate, Johns Hopkins University, USA, through YRGCARE, Chennai, India. Contracting number- 72038619CA00001
Submit Proposal to:	procurement@yrgcare.org
Date of Issue of RFP:	22.07.2021
Date Questions from Supplier Due:	24.07.2021
Date YRGCARE responds to queries	24.07.2021
Date Proposal Due:	28.07.2021
Approximate Date Purchase Order/Contract Issued to Successful Bidder(s):	02.08.2021

### Background on ACCELERATE and YRGCARE, Chennai, India

Project ACCELERATE is awarded under the PEPFAR/USAID grant to Johns Hopkins University School of Medicine as prime recipient of the grant. ACCELERATE is implemented by its implementing partner- YRGCARE India to implement all site level activities and other sub-partners – Blue Lotus Advisories and The Fenway institute who provide expertise on digital interventions and sexual minorities and PrEP respectively

The overarching goal of ACCELERATE is to design, implement and evaluate sustainable novel models of HIV testing and care that support the Indian National Strategic Plan (NSP) for HIV/AIDS and STI 2017-24 aimed at improving access to HIV prevention and treatment services, and social protection schemes among key populations and their families in India.

The ACCELERATE program aims to build upon US government investment in India by providing technical assistance (TA) to National, State, and District HIV/AIDS programs to deliver comprehensive HIV prevention, testing and treatment services to vulnerable populations including key populations (KP), their children and partners. While the overall focus of the program is all vulnerable populations, we will focus primarily on four KP groups, including female sex workers (FSW), men who have sex with men (MSM), transgender persons (TG), and people who inject drugs (PWID) as there is a disproportionate burden of HIV in these key populations and an unmet need for services. We will primarily focus our field-level activities in ten high burden districts in the states of Maharashtra (Mumbai, Thane, Pune), Andhra Pradesh (Guntur, Krishna and East Godavari), Manipur (Imphal East and Imphal West), Mizoram (Aizawl) and Nagaland (Dimapur); while providing TA at the national, state, and district levels.



Our core activities include innovative prevention and testing strategies like PrEP, HIVST, index testing, peer navigation and improving treatment and retention through integrated care models, community- based models, private sector engagement etc.

**YRGCARE**, established in 1993, offers comprehensive HIV care continuum to those at risk and or with HIV. YRGCARE is a pioneering Institution involved in implementation research, program delivery and basic laboratory sciences.

YRGCARE is an implementing partner for Johns Hopkins University, USA, for the Project ACCELERATE, funded by USAID, Government of USA.

### **Purpose of this RFP, Scope of work and deliverables:**

#### **I. Overview**

The purpose of this RFP is to obtain competitive proposals from qualified proposers to develop audio-visual materials to be disseminated virtually through community radio, social media platforms, twitter handles and websites of NACO, YRGCARE

Overall objective is to strengthen the HIV AIDS epidemic control response, it is important to engage with at risk individuals, Orphan and Vulnerable Children including their caregivers, Adolescents at risk and living with HIV, PLHIV network members to disseminate the achievements of collaboration between Project ACCELERATE and NACO during the current phase of National AIDS Control Program.

#### **II. Objectives:**

1. To involve the intended beneficiaries in production of contents and engage with them to disseminate virtually through available platforms.
2. To support Project ACCELERATE districts in production, dissemination of the ongoing activities in collaboration with respective State AIDS Control Societies and local PLHIV networks

#### **III. Scope of work:**

The agency will work closely with YRGCARE, Johns Hopkins University School of Medicine to deliver the required deliverables.

#### **Target Audience:**

At risk individuals, Orphan and Vulnerable Children including their caregivers, Adolescents at risk and living with HIV, PLHIV network members including Red Ribbon Club members

#### **To be used for**

1. Dissemination of Project ACCELERATE and NACO collaborations in respective States
2. Engage, re-engage to create demand for services and disseminate the successes achieved



**Formats to be used for Audio-Visual Production:**

1. Radio-jingles of short duration
2. Creatives, gifs, short videos & films
3. Virtual Event Page, Website Banner
4. Interactive testimony from target audience
5. Manage micro-site, Social Media and Twitter handles

**Language(s):**

- Telugu
- Marathi
- English
- Hindi

*For Launching the Events*

S. No.	Requirements	Responsibility
1	Microsite	Agency
2	Online platform for students to join the event	Agency
3	Emcee	Agency
4	Internet connection facility	Agency
5	Film on pre-launch activities	Agency
6	Backdrop	Agency
7	Curtain raiser for launch	Agency
8	Set-up	Agency
9	Virtual stage setup	Agency
10	Auto-generated certificate after registration and completion of activity	Agency
11	Live streaming of event on FB	Agency
12	Designing of material like posters, brochures, pamphlets, and page creation on social media.	Agency

*Post launch activities*

S. No.	Requirements	Quantity	Responsibility
1	Videos on activities conducted by states to be shown on next launch.	6	Agency
2	GIFs of winners	-	Agency
3	Video of felicitation	-	Agency
4	Targeted Facebook ads	-	Agency



### Event Calendar:

S. No	Date		No. of launch	campaigns	Mode
1	12.08.21 (International Youth Day)		3 Launches	Phase 1 <ul style="list-style-type: none"> <li>• Demand for HIV Testing and Treatment services campaign</li> <li>• TB and HIV-TB services campaign</li> <li>• HIV prevention and Blood donation campaign</li> </ul>	Virtual
2	01.10.21 (Voluntary Blood Donation Day)		1 launch	Phase 2 <ul style="list-style-type: none"> <li>• HIV prevention and Blood donation campaign</li> </ul>	Virtual
3	12.10.21		2 launches	Phase 2 <ul style="list-style-type: none"> <li>• Demand for HIV Testing and Treatment services campaign</li> <li>• TB and HIV-TB services campaign</li> </ul>	Virtual
4	01.12.21 (World AIDS Day)		1 launch	Phase 3 <ul style="list-style-type: none"> <li>• HIV Treatment services campaign for CLHIV</li> </ul>	Virtual
5	12.01.22 (National Youth Day)		1 launch	Phase 3 <ul style="list-style-type: none"> <li>• HIV prevention and Blood donation campaign</li> </ul>	Virtual
6	24.03.22		1 launch	Phase 3 <ul style="list-style-type: none"> <li>• TB and HIV-TB services campaign among vulnerable groups</li> </ul>	Virtual

### Reporting:

- i. Monthly Report on the progress of the deliverables
- ii. Monthly Plan of activities as per the requirements in consultation with the SPOC from YRGCARE

### IV. Proposal development and submission timelines and process:



Detailed financial and technical proposal submission: Agency will be selected based on 60% score of Technical Proposal and 40% of the Financial Proposal. Agencies with prior experience of working with NACO having prior experience of development and dissemination of contents will be preferred considering the nature of work.

### **Pricing**

The respondent to this RFP shall provide a costing sheet/ budget that covers key components.

### **Key instructions to bidders**

All quotes sent to ACCELERATE/YRGCARE (electronic version only) shall contain information as asked in this RFP. It is the responsibility of the bidder to ensure all details as asked is submitted. There will be no communication or feedback on submitted quotes until review is completed and a decision is communicated (decision will be communicated only to those shortlisted/ finalized for next step relating to contracting).

**All agencies should submit both Technical and Financial proposal as two separate documents;**

The bidder's document shall contain:

- 1) This RFP reference number
- 2) Date and time of submission
- 3) Name, address, details of the chief functionary and two contact phone numbers apart from an email.
- 4) Validity period of the quote
- 5) Detailed description of services offered, relevant to this RFP, to evaluate compliance to this solicitation.
- 6) Lead time required to initiate the contract should this bid be successful.
- 7) Bank details in full
- 8) Submit the company registration certificate, GST number and Pan card details
- 9) Past performance information relevant to this RFP and details of potential to improve through this bid.
- 10) All applicant organization must obtain a Data Universal Numbering System (DUNS) number as per the requirements of USAID procurement process
- 11) A cover letter agreeing to provide a bank guarantee equal to project value awarded

### **Evaluation and award process**

YRGCARE compliance and project Management team will review each bid and will decide on a suitable bidder who confirms to the RFP needs apart from being price advantageous to Project ACCELERATE. The contract will be awarded to the bidder representing best value to Project ACCELERATE, subject to a due diligence process. For purposes of clarity, it is to be understood that "best value" is determined by price, technical abilities, past performance and explanations of potential to improve on the same.



**Award notice**

A written notice of award or acceptance of a bid will be intimated to the successful bidder shall result in a binding contract with no further action from either party.

**Validity offer**

This RFP in no way obligates YRGCARE and/or Project ACCELERATE to issue a contract and or reimburse costs supposedly related to designing/ submitting a bid relevant to this RFP. Any bidder’s proposal will automatically be assumed to be valid until end of September 2021, providing for contingency timeline.

**Conflict of interest and or anti-corruption assurance**

Successful bidder will assure in writing there is no conflict of interest with individuals at YRGCARE or Project Accelerate team. Similarly if there is ground to believe that there are violations related to anti-corruption, the same may be reported to ethics desk at YRGCARE ([swarna@yrgcare.org](mailto:swarna@yrgcare.org)).

**Declaration of compliance**

Every bidder shall in the document submitted for review, have the following as submission closure statement:

“We agree, as evidenced by the signature below, the proposal submitted has in its entirety considered all terms and instructions provided in the RFP.”

Signature.....  
Designation.....  
Date.....