



**OFFICE OF THE PROJECT DIRECTOR
ASSAM STATE AIDS CONTROL SOCIETY
KHANAPARA, GUWAHATI – 22**

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No. ASACS/NACP-IV/IEC/Misc-1/2021/1223/59

Dated 11/01/2023

Request for proposal for engaging agency for planning and executing outreach activities for awareness generation and engagement through student contact programs at college campuses in Guwahati for ASACS

Assam State AIDS Control Society (ASACS) is a registered society for implementation of National AIDS Control Programme (NACP) Phase V in the state of Assam. The prime objectives of NACP are 1) HIV Prevention 2) Care, Support and Treatment. Under prevention the main objective is to keep the non-infected population away from HIV infection. Under care support and treatment those who are infected are provided all kinds of care, support and treatment. For keeping the non-infected people safe, awareness is the main weapon. As youth is the backbone of the society, awareness amongst the youth is very important. For awareness among the youth, outreach activities for awareness generation and engagement through student contact programs at secondary schools and colleges across Assam is planned by ASACS and the RFP published.

Eligibility:

Bidders should be registered company/ firm having valid Trade License, PAN & GST Registration. Bidders must have been in operation for minimum 5 (five) years as on the date of bid submission and must have past experience of executing similar student engagement/ contact programs/awareness drives on campus at schools/ colleges for any Government Department/ PSU/ Reputed Organizations working for women and girl awareness generation activities. Welfare of common girl in the field of HIV/Drugs etc. will also be considered. Details may be seen in the RFP document

Assessment:

The assessment of firm will be made on the basis of QCBS system. The firm will have to sign a agreement with ASACS initially for a period of 1 (one) year, which may be extended up to a period of 3 (three) years, on the basis of performance of the company/firm with consent of both the parties. However, the RFP inviting authority reserves the right to reduce/ cancel the validity period without assigning any reason thereof with 1 (one) month notice.

Requirements:

The EOI should be sent along with a Capability Statement including a profile of the organization, and necessary certificate. Any RFP with inadequate information, those which do not meet the criteria as mention in the detailed RFP or those received after the closing date will not be short listed. RFP should be as concise and focused as possible to give evidence of the requirements published in the RFP including the capability statement and organization profiles. The RFP must reach the undersigned on or before **3PM 24th January, 2023**. No Complaint will be entertained and considered on the plea of postal delay or otherwise and also no correspondence will be made or entertained regarding non-compliance of any terms and conditions and submission of documents along with the tender as required. The relevant details may be obtained from the office of the undersigned during any working days from 10:00AM to 5:00PM or may be downloaded from the official website <https://asacs.assam.gov.in>

Sd/-
Project Director
Assam State AIDS Control Society
Khanapara, Guwahati-22

REQUEST FOR PROPOSAL

For

HIV talks at College Campus

Engaging agency for planning and executing outreach activities for awareness generation and engagement through student contact programs at college campuses across Assam for ASACS

Background

ASACS is a registered society for implementation of National AIDS Control Programme (NACP) Phase V in the state of Assam. The prime objectives of NACP are 1) HIV Prevention 2) Care, Support and Treatment. Under prevention the main objective is to keep the non-infected population away from HIV infection. Under care support and treatment those who are infected are provided all kinds of care, support and treatment. For keeping the non-infected people safe, awareness is the main weapon. As youth is the backbone of the society, awareness amongst the youth is very important.

Scope of Work

1. Conceptualize, plan and execute outreach programs for awareness generation and engagement through student contact programs at college campuses across Assam in Guwahati for ASACS
2. Prepare a list of colleges for outreach programs and finalize minimum 10 nos in coordination with ASACS
3. Arrange and procure all necessary permissions from the secondary school/ college administration for conducting the outreach programs on campus
4. Setup and organize interactive engagement/ talk sessions on campus with minimum 100 students per event
5. Arrange and provide a session moderator/ anchor for the outreach programs
6. Design and install all branding collaterals at venue including backdrop, standees, banners, etc
7. Arrange for requisite audio-visual setup at the venue for the programs including projector with screen, PA system with microphones (minimum 2nos)
8. Invite and organize speaker/ resource person/ prominent personality for each session
9. Arrange for panel members felicitation (including gamusa, etc) and refreshments
10. Arrange for session documentation including photography and videography
11. Tie up with a local media house with relevant target audience for media promotion/ coverage of the event
12. The number of colleges may be increased by ASACS depending on the on-ground response.

Eligibility Criteria

1. Bidders must have valid Trade License, PAN & GST Registration.
2. Bidders must have been in operation for minimum 5 (five) years as on the date of bid submission.
3. Bidders must be profit making in the last 3 (three) years with positive net worth.
4. Bidders must have past experience of executing similar student engagement/ contact programs on campus at school/ college level in Assam for any Government Department/ PSU/ Reputed private organisations.
5. Bidders must have past experience of executing and managing event/ activations in Assam for any Government Department/ Agency.
6. The firm must have a panel of experts comprising experts from mental health, HIV/AIDS, drugs abuse, social work etc.

Bid Submission

The bidders are required to submit the proposals as per the guidelines and formats detailed out in the following paragraphs:

1. The copies of Technical Proposals shall be placed in a sealed envelope (Envelope-1) clearly marked '**Technical Proposal**'. Similarly, the original Financial Proposal shall be placed in a separate sealed envelope (Envelope-2) clearly marked '**Financial Proposal**'.
2. The envelopes containing the Technical and Financial Proposals shall be placed in an outer envelope and sealed. The outer envelope shall bear the bidder details, tender details and title of the assignment and addressed to the undersigned.
3. The final envelope must be submitted in hard copy at the address mentioned below on or before the submission deadline.
4. ASACS shall not responsible for misplacement, loss or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may provide a case for Proposal's/ bid's rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this shall constitute grounds for declaring the Proposal non-responsive/invalid.
5. All bidders must comply with the tender document clauses.
6. Technical / Financial proposals submitted by the firm should be valid for 1 year from the date of submission of the proposal by the firm.

Bid Evaluation

The evaluation of the tenders will be made first on the basis of technical information furnished in the form given in **Envelope 1** and then on the basis of Financial information furnished in the form given in **Envelope 2**. The Financial bid of shortlisted firms based on the technical parameters (as per Envelope 1) will be opened on the date, time and venue to be announced after evaluation of the Technical Bid. It must be kept in view that no decision will be given by the Tender Evaluation Committee or any inference drawn during the meeting of this Committee by the tenderers or their representatives will be their own view and the Department will not be responsible and abide by the same. The reasons for selection or rejection of a particular tender will not be disclosed.

The technical proposals evaluation shall be based on the following parameters:

S. No	CRITERIA	DOCUMENTS	MAXIMUM MARKS
1	Experience of student engagement/ / contact programs on campus in Assam: i. 1-8nos = 10 marks ii. 9and more nos= 20 marks	Any Documentary proof	20
2	Experience of events/ activities i. 1-9nos = 10 marks ii. 10and more nos= 20 marks	Copies of Work Orders/ Completion Certificates	20
3	Experience of PR/ Media promotion activities in Assam: i. 1-5nos = 5 marks ii. 6 and more nos = 10 marks	Copies of Work Orders/ Completion Certificates	10
4	Experience of working in the Healthcare Sector in Assam = 10 marks	Copies of Work Orders/ Completion Certificates	10
5	Presentation detailing the proposed approach, methodology and work plan with creative for ASACS = 30 marks Credentials showcasing clients, services, manpower and past work done = 10 marks	Presentation	40
	TOTAL MARKS		100

Selection Methodology

QCBS (Quality and Cost Based Selection) method shall be adopted with weightage of 80% for technical proposal and 20% for the financial proposal.

First Stage:

- (i) Only Technical Proposals shall be opened first for all the firms.
- (ii) Thereafter, technical evaluations shall be carried out as per the evaluation parameters.
- (iii) **Technical Bid Score:** The Technical Bid Score '**St**' of the Bidder shall be derived as under
St = (Stm / Sh * 100), where
St is the Technical Bid Score
Stm = Total technical bid marks of the bidder under consideration
Sh = Highest Total Technical bid marks amongst all evaluated bids.
- (iv) The Technical Proposal scoring 70 or above of the marks shall be considered as Qualified for the First Stage of Technical Parameters.
- (v) A proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or it fails to achieve the minimum technical score (**St**) (i.e., at least 70 marks).

Second Stage:

- (i) Financial Proposals shall be opened only for those firms who have qualified on Technical Parameters (i.e., at least 70 marks).
- (ii) **Financial Bid Score:** The Financial Bid Score '**Sf**' of the Bidder shall be derived as under
Sf = (FI / F * 100), where
Sf is the Financial Score
FI is the value of the lowest Commercial Bid
F is the price quoted in the bid under consideration.
- (iii) Financial Proposals of the firms which have not qualified on the technical parameters shall be returned unopened after completion of the selection process.

Third Stage:

- (i) This is the final stage where Combined Technical Score and Financial Score (**CTFS**) will be determined by weightage of 80:20 where 80 weightage marks for Technical Score and 20 weightage mark for Financial Score.
- (ii) The Total Combined Technical Score and Financial Score (CTFS) of the Bidder will be determined as under
CTFS = (0.8 x St) + (0.2 x Sf)
- (iii) The contract will be awarded to the successful bidder whose bid is determined to be substantially responsive and is determined as the best bid; provided further that bidder is determined to be qualified to perform the contract satisfactorily.

Financial Bid (BOQ): (Separate Sealed Envelop)

Sr. No	Particulars/Items	Unit	Quoted Amount in INR (Exclusive of GST)	Total Amount of GST in INR	Total Amount in INR (Inclusive of GST)
1	Conceptualize, plan and execute outreach programs for awareness generation and engagement through student contact programs at college campuses in Guwahati for ASACS as per the defined scope of work	Per Campus			
TOTAL COST (in figures)					
TOTAL COST (in words)					

Authorized Signature & Seal of the Bidder
Date