

**NOTIFICATION****Kerala State AIDS Control Society - Notification inviting Expression of Interest (Eoi) from competent agencies for creative IEC activities as part of the HIV prevention programme in the State.**

As part of the HIV prevention in the State, Kerala State AIDS Control Society (KSACS) has been carrying out IEC activities through various forms of communication tools under the mass media, mid media and outdoor media. To strengthen these activities and to reach out more to the public, KSACS is seeking support from a professional agency to plan and implement the Communication Strategy for the financial year 2024-25.

As part of observation of various events during 2024-25. It is intended to use very catchy creative ideas and materials in the broad area of **HIV Prevention** as per the requirements and themes of Day Observations and Campaigns. KSACS is focused on an ambitious goal of **Zero HIV New Infections in Kerala by 2025**, as challenges in Kerala are unique the campaign should take into account the most effective strategy to reach to the masses across state.

**Design for Events:** The major events are International Youth Day (12 August), , World AIDS Day (1<sup>st</sup> December) and National Youth Day (12<sup>th</sup> January). The agency should design basic materials such as banners, backdrops, invitation, badges, news paper ads, press releases, T-shirts, Caps etc based on the theme for each event as per the requirement of KSACS. Agency should be proactive and start with the creative work well in advance before being asked for, as they already know the dates of the events.

**Designs for Campaigns**

Campaigns are proposed throughout the State focusing on Youth & Women, High Risk Population (especially Male Having Sex with Male, Migrants and Injecting Drug Users). Communication Agencies have to conceptualize various related Information, Education and Communication (IEC) materials and prepare creative designing, scripting for different forms of IEC activities, for various Campaigns. Creative work for the following media activities should be done based on the themes of the Campaigns.

**Visual Media:** Scripts for TV Spots, designs and art work for social media including face book and web page.

**Social Media Management:** via Face book, Twitter, You Tube, Google Plus, Linkedin and Instagram channels. Monitoring, Designing, Content Moderation & Response Management through reply to Comments/Tweets and Messages. Online Ads Management (Social Media/Google Ad-words/Re-marketing Ads).

**Audio Media:** Scripts for Radio spots & jingles, mobile telephone jingles and railway announcement jingles.

**Outdoor Media:** Outdoor IEC activities such as hoardings, billboards, bus/train panels, bus shelters, exhibition stalls, illuminated signage, wall paintings, display panels, road show vehicles, other exhibition materials etc.

**Print Media :** Print materials like brochures, booklets, primers, guidelines, folders, leaflets, pamphlets, posters, calendars, electricity and gas bills, postal stationeries, stickers, name slips and News Letters etc. Press notes/press releases to be prepared on a regular basis by communicating with officers dealing with publicity and documentation so that best practices may be publicized and KSACS may be visible. The Communication Tools should be developed after discussion/email communication with the KSACS on any account (design, content, presentation etc). The agency will have to satisfy the requirement of KSACS and obtain approval before finalization.

The Terms and Conditions for the Communication Agency are as follows:

- The Agency has to assign a **Project Leader of sufficient professional experience in the communication field and seniority to take decisions on behalf of the Agency**, who shall be a single point contact to KSACS.
- Representative from the Agency should meet the subject experts in KSACS, regularly at different stages of development for conceptualization of the contents.
- The agency should preferably have an **office** at Thiruvananthapuram so as to facilitate communication/servicing.

#### **Deliverables from the assignment**

- **Thematic campaign plan**
- **Submission of creative inputs on Thematic Campaign**
- **Reports with suggestions for improvement based on pre and post test of the communication tools.**
- **Report on facebook page updation**
- **The Agency will have to submit the soft copies of all materials developed in CDs/DVDs/Tapes to KSACS in a quarterly basis.**

#### **Quality Assurance**

- KSACS would monitor standards for each communication tool developed. The quality of production will be assured by internal and external quality assurance mechanisms as set out by KSACS.

#### **Reporting requirements**

- The Agency will hold regular meetings with Project Director and officials of KSACS for sharing and discussing program progress, emergent lessons and outcomes. The frequency of the meetings will be specified by the IEC division and in accordance with the periodic work plan as agreed upon by KSACS. The date and time for meetings would be intimated by KSACS, through formal written communications. Minutes of the meeting shall be maintained by the agency for every meeting held with clear action plan, deliverables and timelines and circulated to all by end of same business day.

### Requirements of the Agency (Suggestion)

- The Agency should be a registered firm having minimum three years experience in communication sector. Empanelment with PRD and experience in working with Govt. agencies will be an added advantage.
- The Agency will house a project team comprising a core team consisting of professionals with demonstrated expertise in their particular area of communication tool development, logistics, management. The team should have people with extensive experience of development of communication tools like behavior change communication in STI/RTI/HIV/AIDS and sexual reproductive health issues etc.
- The agency should preferably have an office at **Thiruvananthapuram** so as to facilitate communication/servicing with the Head Office of KSACS.
- The agency should have minimum turnover of Rupees 25 lakhs per annum
- The key staff should be conversant with the local languages for better interaction with stakeholders and partners.
- The Agency will use the reporting formats developed by KSACS.
- The Agency is expected to setup a functioning team within 1 (one) week from the date of signing of the contract.

### Preparation for submission of EOI

- a) The entity/bidder shall ensure that it fulfills the eligibility criteria and other essential conditions.
- b) The required documents explicitly supporting the past experience, list of existing and past clients with details of services offered, details of similar projects executed with copies of agreements/work order set and other related details to verify all eligibility criteria must accompany the EOI.
- c) The EOI complete in all respects must be submitted together with requisite information and annexure(s). The EOI should be free from ambiguity, change or interlineations. Incomplete EOI will be considered and is liable to be rejected without making any further reference to the entity.
- d) The Agency should submit the audited statement for the last three financial years.
- e) The EOI shall be duly signed on each page by an authorized person. Documents authorizing such person must accompany the EOI. KSACS reserves the right to reject outright any EOI unsupported by proof of the signatory's authority.
- f) The last date for submitting the EOI is **24.06.2024 at 12.00 PM.**
- g) Please note that this is not a request for proposals. The request for proposal will be issued to short-listed agencies only.