



एड्समुक्त महाराष्ट्र, स्वप्न नवहे श्रेय! www.mahasacs.org

**Maharashtra State AIDS Control Society,
Government of Maharashtra**

R.A.Kidwai Marg, Near Wadala Overbridge, Wadala (W), Mumbai -31.

Call for Expressions of Interest

Appointment of Agencies for Print Media, Electronic Media, outdoor media & Creative Agency

Expressions of interest are invited from reputed Agencies to provide various services under the following components of Information, Education & Communications (IEC) under the National AIDS Control Programme Phase III.

S.N.	Agency for
1.	Print Media
2.	Electronic Media
3.	Outdoor media
4.	Creative Agency for designing IEC Material

Interested Agencies should submit EOI's in the format provided on our web site www.mahasacs.org before **12/08/2010** up to 14.00 hrs. Please note that this is not a request for proposals.

Preference will be given to the agencies who will provide all above services.

Pl note that EOI's with inadequate information or those received after the closing date will not be considered.

For further information pl visit our web site www.mahasacs.org

Note: This office reserves all rights to accept or reject the EOI without assigning any reason thereof. The duration of empanelment shall be initially for a period of one year which may be entirely at the discretion of the Maharashtra State AIDS control Society (MSACS).

MSACS reserves the right to terminate the services of any agency at any point of time without assigning any reason whatsoever.

Project Director

Maharashtra State AIDS Control Society
Acworth Leprosy Compound, R.A.Kidwai Marg,
Near Wadala Overbridge, Wadala (W), Mumbai -31.
Phone: 2411 3097/24115791/24115619/24127952
Fax: 2411 3123/24115825

Background:

The Maharashtra State AIDS Control society has been implementing various activities and services for the prevention and control of HIV/AIDS under the direction and guidance of the national AIDS Control program.

In order to halt and reverse this epidemic, the current IEC campaigns need to be supported with:

- Designing material (booklets, leaflets, newsletters etc.)
- Electronic media
- Print media
- Designing of outdoor and mid media activities that include IEC van designing, wall paintings, exhibition panels and hoardings

Keeping the following in mind MSACS is inviting qualified agencies to submit proposals for the activities mentioned above:

- The agency should be accredited to the Advertising Agencies Association of India, the Indian Newspaper Society etc.
- The agency should be able to offer DAVP/ DGIPR rates whichever lower
- It should have hands on experience in social sector communications preferably health/ reproductive health and or social marketing. Exposure to HIV/AIDS communication in particular will be an advantage
- The agency should have a statewide reach including rural / tribal areas in Maharashtra.
- The agency should be able to demonstrate samples of work in such project work, with evaluation on campaign impact, media plan, and audience research.
- The agency should have proven technical capacities (language capabilities for translation)
- Any recognition and awards for campaigns, films etc can be mentioned.

Format for Expression of Interest (EOI)
(To be submitted on the agencies letter head)

Date -----

To,
Project Director
Maharashtra State AIDS Control Society
Government of Maharashtra
R.A. Kidwai Marg,
Near Wadala Over bridge
Wadala (W), Mumbai – 400 031.

Sub – Submission of EOI for ----- (Indicate service)

Ref –Advertisement in the Times of Indian & Lokmat dt. 29/07/2010
for inviting EOI

Sir,

With reference to the advertisement published in The Times of Indian & Lokmat dt. 29 /07/2010, we hereby submit Expression of Interest below

1. Name & Address of the Firm -----
2. Status of the Firm
(Specify whether proprietary concern, partnership firm, or company and attach copy of registration certificate)
3. Experience in the area for which EOI is submitted (provide full details of past experience with certificates from the clients.)
4. Infrastructure available with the firm. (Provide details of office premises, hardware, software, equipment etc.)
5. Details of Staff employed by the firm. (Provide names, qualification and experience of all staff members.
6. Annual Turnover of the firm. (Submit copy of audited financial statement for last three years).
7. Any recognition and awards for campaigns, films etc can be mentioned.
8. Additional services which will be provided by the agency.

We hereby declare that our firm has not been disqualified or blacklisted by any Government Organization, Department and PSU for indulging in fraudulent activities or corruption.

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.

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

We remain

Yours sincerely,

Authorized Signature (in full and initials): -----

Name & Title of Signatory :-----