



Maharashtra State AIDS Control Society

Government Of Maharashtra

RA Kidwai Marg, Near Wadala OverBridge,
Wadala (West), **Mumbai-400031**

MSACS/Proc/IEC-Radio Programme/2008

Date:18/10/2008

EOI FOR RADIO PROGRAMME

The National AIDS Control Organization has initiated the third phase of National AIDS Control Programme (NACP-III) with an overall objective to halt the reverse the HIV/AIDS epidemic within the next five years.

NACP-III proposes a communication strategy, which will:

- Motivate behavioral change in general population and specific target groups including the High Risk Behaviour Groups (Commercial Sex Workers, Injecting Drug Users & Men having Sex with Men) and Bridge population (client of sex workers, migrants and truck drivers) and other key and vulnerable populations such as women and youth)
- Dispel myths and misconceptions; raise awareness levels about risk and the need for behaviour change.
- Create an environment free from stigma and discrimination.
- Promote use of condoms.
- Promote voluntary blood donation.
- Generate demand for services such as testing and counseling, services for STD and ART.

Expressions of interest are invited from professional agencies/production houses with experience in the field of production of radio health programmes/docu-dramas; and organizations associated with such initiatives, which wish to be considered for the assignment, as per details given below;

It is proposed, initially, to produce two programmes of 30 minutes each, preferably thrice a week, on HIV/AIDS. One programme will give special focus on women and the other on youth. Both these programmes are to be broadcast on All India Radio Stations. The programme will be produced in Marathi. The programmes may have a factual, non-fiction magazine format or docu-drama format. In the non-fiction format programmes, the components may includes reports from the field including interviews, discussions, vox-populi on the various issues related to HIV/AIDS such as removal of stigma and discrimination, myths and misconceptions, services available etc.

The selected agency/organization/producer will be responsible for producing the programme for broadcast in consultation with MSACS. The contract will be initially for 52 weeks and extension of programmes will be on the assessment by an independent agency. Organization/Agencies/Production houses interested in enlistment should submit the following information along with supporting documents related with past experience in the field of audio production of HIV/AIDS and other health sector related programme.

E-mail: maharashtrasacs@gmail.com

☎: 411 3097,411 5619, 411 5791 Fax: 4115825,4113123



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Documents to be submitted:

- 1) Names, address, e-mail and facsimile number of the firm.
- 2) Professional experience of having produced or managed radio sponsored programme in the past 3 years on health issues. Programming experience on HIV/AIDS and a past experience/capacity for community mobilization will be an asset. (Please do not enclose specimen tapes etc.)
- 3) Bio-data of the key persons of the creative team. The producer will also submit documentary proof of ownership/retainership of production facilities, if any.
- 4) Concept note for the proposed programmes (not more than Two pages, separate notes for youth programme & women programme should be submitted)

Please note that agencies/organizations pitching for this assignment MUST have an experience at least three years in Health Communications including the experience of developing at least three major quality programs during this period.

Please also note that this is not a request for proposal, which will be invited later on from agencies/organizations short listed and after review of expressions of interest. Short listed agency (s) may be required to make presentation at its own cost after the review of RFP.

Letter of interest, with accompanying material should reach by 5.00p.m. by 01st November, 2008 to the address given below.

Maharashtra State AIDS Control Society,
Acworth Leprosy Mission Hospital Compound,
R.A. Kidwai Marg, Wadala (W)
Mumbai – 31

Evaluation Criteria

The EOIs will be evaluated on the following basis:

1) Past experience	20 Marks
2) Key personnel with the agency	30 marks
3) Time schedule proposed	10 marks
4) Concept Note	40 marks
Total	100 marks

The agencies will be selected according to the procedure “Selection based on Consultants qualifications (CQS)” detailed in the Guidelines – Selection and Employment of Consultants by World Bank Borrowers which can be found at the following website: www.worldbank.org/procure.

Addl. Project Director
MSACS

E-mail: maharashtrasacs@gmail.com

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