

**INVITATION FOR EXPRESSION OF INTEREST (EOI)
FOR
ENGAGEMENT OF AN AGENCY FOR CONDUCTING IMPACT ASSESSMENT OF
MULTIMEDIA CAMPAIGNS CARRIED OUT BY THE VARIOUS MEDIA UNITS OF THE
MINISTRY IN DIFFERENT PARTS OF THE COUNTRY**

Client : Ministry of Information and Broadcasting, Government of India , New Delhi

Web Site : <http://mib.nic.in>

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Brief Description of the Project:

The Ministry of Information and Broadcasting proposes to conduct impact assessment of the media campaigns carried out in different regions across the country for publicizing various Government programmes and policies in order to make people of India increasingly aware of the benefits thereof.

Expected Duration of Assignment : One year
Tentative commencement date : October, 2010
Type of Agency : Registered company & firm having registered office in India with three years existence as on 31.07.2010 and have conducted Impact Assessment of Media Campaigns for Government Ministry / Department / PSU and /or Multilateral institutions etc. in last 3 years.
Selection Process : After shortlisting of the eligible agencies in response to the invitation of EOI, the Request for Proposal (RFP) with detailed terms and conditions will be issued to them for submission of Technical and Financial Bids.

Detailed invitation for EOI may be downloaded from the official website of Ministry of Information and Broadcasting i.e. <http://mib.nic.in>.

Last date for submission of Expression of Interest (EOI) is **August 23, 2010 (5.30 PM)**

I-34/5/2010-PMS

(B. Brahma)
Economic Advisor
M/o Information & Broadcasting
Government of India

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
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AN INVITATION FOR EXPRESSION OF INTEREST (EOI)

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EOI No. I-34/5/2010-PMS

July 2010

1. Background

The common man in the country needs to be made increasingly aware of the benefits of policies and programmes of Government of India in his day to day life. This would result in citizens demanding improved services from the Government. Accordingly Ministry of Information and Broadcasting disseminates information to the people of India in respect of Government Policies and Programmes through Multimedia Campaigns organized in different regions of the country by various Media Units of this Ministry. This communication strategy carries information packaged in various forms right to the doorsteps of the beneficiaries, particularly in rural areas. Out of several publicity campaigns undertaken by the Ministry, the campaigns carried out through following four methods will be taken up for evaluation:

- (i) Public Information Campaigns (PICs) conducted by Public Information Bureau (**PIB**).
- (ii) Audio-Visual Campaigns conducted by Directorate of Advertising and Visual Publicity (**DAVP**).
- (iii) Inter-personal Communication programmes conducted by Song and Drama Division (**S&DD**).
- (iv) Tours conducted by Directorate of Field Publicity (**DFP**) to acquaint opinion leaders/resource persons.

PUBLIC INFORMATION CAMPAIGN(PIC):

Public Information Campaigns (PICs) are organized to improve the awareness of the common man in respect of various flagship programmes of Government of India.

Each Public Information Campaign is of 5 days duration and is organized at a rural venue in a district in joint collaboration with other fellow media units of the Ministry namely, Directorate of Field Publicity (DFP), Directorate of Advertising and visual Publicity (DAVP), and Song and Drama Division (S&DD) and supported by attached / autonomous organisations affiliated to the Ministry, such as Prasar Bharati (Doordarshan & All India Radio) and Film Division etc. The campaign is held with the active involvement of local district administration which act as the main partner. This multimedia, multi sectoral information campaign hosts about 25 to 40 stalls at which information regarding flagship programmes of the Central Government is provided. On an average 100-150 PICs are conducted a year. **Out of which, 25 (Twenty Five) PICs conducted at different locations will be randomly picked up from all the four regions of the country and taken up for evaluation. Selection of the locations of PICs to be taken up for evaluation will be decided in due course.**

INTER PERSONAL COMMUNICATION PROGRAMME BY S&DD

Song and Drama Division organizes inter-personal communication programme in various regions of the country throughout the year to create awareness at grassroots level about Government policies and programmes through entertainment by utilizing a wide range of stage forms such as drama, folk and traditional plays, dance-drama, folk recitals and puppet shows besides the **Sound and Light medium** to focus the attention of the audience. The programmes are aimed at creating emotional receptivity among the general public regarding social, economic and democratic themes promoted by the Government, which are conducive to the progress of the nation. The face to face live performance before the audience is considered an effective means of communication with the masses. The programme is organized at a rural venue in a district. The Division presents an average of 8000 (Eight Thousand) programmes annually across the country. **Out of which, 80 (Eighty) Song and Drama Programmes conducted at different locations including one Sound and Light Show presented by Mega Theatrical Production will be taken up for evaluation.**

AUDIO-VISUAL CAMPAIGNS BY DAVP:

DAVP is the nodal agency to undertake multimedia advertising and publicity of policies and programmes of the Government. The advertisement campaigns of this unit are mostly focused on communal harmony, national unity, family welfare, health care, rural development, welfare of weaker sections and the handicapped, empowerment of women, drug abuse prevention, economic reforms, promotion of handicrafts, etc.

5 (Five) Audio Visual campaigns of DAVP including Consumer Awareness (Jago-Grahak-Jago) and Health Awareness (National Rural Health Mission (NRHM)) will be taken up for evaluation.

TOURS CONDUCTED BY DIRECTORATE OF FIELD PUBLICITY (DFP):

DFP is one of the media units of Ministry of Information and Broadcasting. It is engaged in direct communication/interaction with the people. It has major responsibility in promoting the broad objective of rapid development with social justice by publicizing rural development schemes, women and child welfare schemes, literacy campaigns etc. The Scheme 'Conducted Tours' is to ensure people's full participation in the development process in a cost effective manner and will ensure speed of 'demonstration effect' of developmental activities. DFP conduct tours to acquaint opinion leaders/resource persons including social activists, members of NGOs, farmers, artisans, teachers, students etc. from rural areas to different places to show them success stories and the development taking place in different parts of the country so that they become carriers of messages and inspire others.

DFP conducts on an average 11 (Eleven) tours during a financial year. Out of which, 8 (Eight) tours conducted at different locations will be randomly picked up from all over the country and taken up for evaluation.

2. TERMS OF REFERENCE

The scope of work of the agency would be as follows:

- a. Organize logistics for evaluating media campaigns allocated to the concerned agency.
- b. Identify the target population for assessment of a media campaign chosen for evaluation.
- c. Prepare questionnaire for eliciting specific responses to specific queries from the target population either through oral or written means.
- d. Record responses and create an intelligible data sheet on the basis of which, prepare a report for each chosen media campaigns. The report would, inter alia, include the following:
 - (i) General conduct of the media campaign.
 - (ii) Comprehension of the message disseminated through the campaign, by the people and retention of the messages in their memory.
 - (iii) Possible actions undertaken by the people, if any, following the conduct of the media campaign.
 - (iv) Relevance of the campaign in the context of other means of communication already in place such as Radio, TV, Cinema etc.
 - (v) Need to reform / modify the conduct of the campaign in order to make it more effective.

It is envisaged that the engagement of the agency with the Ministry would be for one year during which time the agency would evaluate media campaigns of PIB, S&DD and DAVP in the 12 months following the signing of the contract.

The main task of the agency would be evaluation of –

(i) 25 (Twenty Five) PICs conducted by PIB (ii) 80 (Eighty) Song and Drama Programmes including one Sound and Light Show presented by Mega Theatrical Production (iii) Two Audio Video Campaigns conducted by DAVP. (iv) 8 (Eight) Tours conducted by DFP.

The methodology to be adopted will need to be approved by the Ministry.

3. REQUIRED OUTPUTS

During the contract period, the agency will provide suitable suggestions on quarterly basis for effective conduct of media campaigns. In addition, the agencies will be required to submit a monthly progress/performance report and any other report that may be required. These reports will provide insight into effectiveness of assessment.

The deliverables will include:

- Submission of suitable suggestions on quarterly basis for effective conduct of media campaigns.
- Submission of comprehensive report at the end of the year followed by presentation before a group of officers in the Ministry.

This is an indicative list of deliverables.

4. PERIOD OF ENGAGEMENT

The agency will be engaged for a period of one year with a provision for extension of one more year, based on performance, subject to the approval of competent authority.

5. ELIGIBILITY AND PRE QUALIFICATION CRITERIA

- (i) This invitation to respond to the EOI is open to a registered company & firm who have their registered office in India.
- (ii) The firm/company should have been in existence for a period of at least 3 years as on 31-7-2010.
- (iii) The agency must also have carried out Impact Assessment of Media Campaigns for Government Ministry / Department/ PSU and / or Multilateral institutions such as UNICEF, WHO, UNDP etc in last 3 years.

6. SELECTION PROCESS

After shortlisting of the eligible agencies in response to the invitation of EOI, the Request for Proposal (RFP) with detailed terms and conditions will be issued to them for submission of Technical and Financial Bids.

-:5:-

The sealed Expression of Interest superscribed 'Engagement of an agency for impact assessment of multimedia campaigns' along with supporting documents should reach:

**Shri B. Brahma,
Economic Advisor,
M/o Information & Broadcasting
Room No. 665, 'A' Wing, Shastri Bhawan,
Dr. Rajendra Prasad Road,
New Delhi -110001.**

Last Date and Time of Receipt of Response: August 23, 2010, 5.30 PM

Ministry of Information and Broadcasting reserves the right to accept or reject any or all of the response to the invitation without assigning any reason. Ministry of Information and Broadcasting takes no responsibility for delay, loss, or non-receipt of EOI or any letter sent by post either way.