

REQUEST FOR EXPRESSIONS OF INTEREST

Media Agency for Advocacy, Communication and Social Mobilization (ACSM)

INDIA

Second National Tuberculosis Control Project

Health Sector

CONSULTING SERVICES

Credit Number 4228-IN

Project ID No. P078539

Expressions of interest

Dated: March 14, 2009

The Ministry of Health & Family Welfare (MOHFW), Government of India, has received financing from the World Bank toward the cost of the Second National Tuberculosis Control Project, and intends to apply part of the proceeds for this service. The services include designing, implementing and monitoring a communication plan for the project for the period August 2009 to September 2011. More details are given below:

a) The contract of the present agency comes to an end in July 2009. For the final two years (August 2009 – August 2011), the project intends to build on previous communications research, activities and campaigns and is seeking the services of a communication agency/organization to design and deliver a multi-faceted campaign that will provide a fresh impetus to ensuring that TB is well established on the public agenda. The Central TB Division (CTD) of MOHFW has substantial data to help target communication efforts. The media agency is required to work with CTD specifically to address the issues of consolidating basic DOTS with newer thrust areas (MDR TB and TB/HIV). The agency will be required to devise and implement a synchronized plan to link the campaign on a national and local level. The resulting tools and materials will be delivered in different ways: through mass media for consistent nation wide coverage, through state channels and through community, small group and interpersonal activities. The plan will also utilize existing channels under the project and the growing network of stakeholders in TB control in India. The Media agency will therefore be required to demonstrate a grasp of the challenges in balancing mass media with localized social mobilization strategies and maximizing interpersonal communication channels.

b) The target audiences are communities and patients (to encourage use of the services and community support to patients), health care providers (to encourage adherence to and/or participation in the recommended treatment of TB patients) and policy makers and opinion leaders (to advocate for support to the programme). Special attention will be focused on reaching "hard-to-reach" groups such as marginalized populations and those living in remote areas.

c) The project works through a network of programme staff within National, State, District, Sub-district and Peripheral health institutions. Communication facilitators have recently been introduced into the programme to stimulate district level Advocacy, Communication and Social Mobilization (ACSM) activities. There are also a wide range of partners including NGOs, private practitioners, Medical Colleges and corporate sector health facilities. The agency will be required to undertake capacity building of key stakeholders in the ACSM effort to facilitate their participation and support to the synchronized campaign. The Media Agency would assist states in organizing events for advocacy, developing state specific communication material, and social mobilization activities. The agency would also be required to contribute to developing and supporting a strategy to enable states to adapt/develop materials and media plans to ensure relevance to the linguistic and cultural context.

d) The agency should have research capacity to develop and evaluate social communication programme/s. This would include experience in research methodologies for formative research, message and media design, and monitoring and impact evaluation including cost effectiveness. Required expertise also includes creative material development, media planning, media buying and execution, social mobilization and event management.

The Central TB Division (CTD) of MOHFW now invites eligible agencies to indicate their interest in providing the services. Interested agencies must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Agencies may associate to enhance their qualifications.

An Agency will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers (current edition) available at the following link:

<http://go.worldbank.org/JUYYF3VRU0>

Interested agencies may obtain further information at the address below during office hours.

Expressions of interest must be delivered to the address below by **8th April 2009 16.00 hrs.**

Deputy Director General (TB),
Central TB Division
Room No. 522, 'C' Wing,
Directorate General of Health Services,
Ministry of Health & Family Welfare
Nirman Bhavan, New Delhi-110011 (INDIA)
Tele fax: 91-11-23063226
Email: ddgtb@rntcp.org

Please note that this is not a request for proposals. After a review of the expression of interest by CTD, a shortlist will be prepared and those short listed agencies would be invited to submit detailed technical and financial proposals through request for proposal as per specific terms of reference.

FOR FURTHER INFORMATION, kindly also visit:

- a) The project website <http://www.tbcindia.org>
- b) The global STOP TB Partnership website <http://www.stoptb.org>
- c) ACSM section on the STOP TB Partnership website:
http://www.stoptb.org/wg/advocacy_communication/acsmcl/

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