



Government of India
Unique Identification Authority of India
3rd Floor, Tower II, Jeevan Bharati Building,
Connaught Circus, New Delhi 110001



REQUEST FOR PROPOSAL

KAP (Knowledge, Attitude and Practice) study (Dip-stick) to identify communication gaps existed among residents during Phase-I of enrolment to incorporate learning in the National IEC Strategy for Phase-II of enrolment.

SECTION I: Background

The unique identification number (Aadhaar) will be a nationally valid proof of identification that will be issued by the UIDAI to all residents in the country. The number will be:

- a) Verifiable in an online, cost-effective manner
- b) Based on biometrics
- c) Robust enough to eliminate duplicate and fake identities in databases.

The impact of the UIDAI initiative will be wide-ranging. For residents across the country, Aadhaar will be a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. Enrolment for the number will be through registrars across the country that the Authority will partner with. Such registrars may include State Governments, PSUs, banks etc. These registrars may in turn, partner with enrolling agencies to enrol residents into the UIDAI database.

After completion of Phase - I on 31st March 2012 and enrolling 20 crore residents, the entire enrolment process was evaluated and learning has been incorporated in the process for second phase of enrolment. UIDAI is mandated to enrol residents in the states of Andhra Pradesh, Goa, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Sikkim, and Tripura and Union Territories of Andaman & Nicobar Islands, Chandigarh, Daman & Diu, Puducherry and NCT of Delhi in the phase-II with a target to reach 40 crore residents by 2014.

(Bidders are advised to go through our website www.uidai.gov.in to have clear understanding of aim and objective of Aadhaar and also the process of enrolment)

SECTION – II Objective of this Assignment:

As communication has to be in sync with programme implementation strategy, UIDAI desires to commission a KAP (Knowledge, Attitude and Practice) study (dip-stick) to understand the communication gaps existed amongst residents in the Phase-I and then incorporate the learning in the IEC strategy to launch a National IEC Campaign for the Phase-II.

Specific objectives of the assignment would be:

- To develop understanding of communication gaps existed amongst residents in the Phase-I enrolment based on qualitative and quantitative dip-stick KAP (Knowledge, Attitude and Practice) study.
- To provide input to be incorporated in National IEC Strategy and implementation plan to address the identified communication gaps during execution of National Campaign.

SECTION III: Scope and Target Audience:

Scope :

The scope for KAP (Knowledge, Attitude and Practice) study and this assignment would be:-

- Desk review of relevant documents related to UIDAI to develop clear understanding of objectives and goals of issuing Aadhaar to all residents.
- Desk review of relevant documents to understand the Phase-II enrolment process and the strategy for Phase-II.
- Documenting existing awareness/IEC materials/ communication efforts at the Headquarters and Regional Offices. Also documenting IEC effort by eco-system, if any.
- Develop understanding of communication need through qualitative methods from the Officials at the Headquarters and at the Regional Offices.
- Interaction with Enrolment Agencies and those manning enrolment centers to understand the critical information gaps that existed amongst the residents in the Phase-I and worked as deterrents in smooth implementation.
- Developing appropriate tools for collecting quantitative data for capturing knowledge, attitude and practice (KAP) of representative sample of **residents** about Aadhaar.
- Developing appropriate tools and check-list for collecting qualitative data for capturing knowledge, attitude and practice (KAP) of representative sample of **operator/ supervisors of enrolment agency** about whole implementation strategy and their perception on KAP Gaps of Residents.
- Developing appropriate tools and check-list for collecting qualitative data for capturing knowledge, attitude and practice (KAP) on Aadhaar of representative sample of **influencers in rural area**.
- Understanding the media consumption and entertainment habits (Radio, Television, News papers / periodicals, Traditional Media, Special events and any other) of residents through quantitative methods.

- Exploring the communication preference of the target residents for enabling them to enhance knowledge, process of enrolment and benefits of having Aadhaar number.
- Analyze existing communication gaps and prepare brief for the Phase-II IEC strategy and implementation plan.

Target Audience :

- a) Residents (Urban & Rural)
- b) Enrolment Agencies (Supervisors & Operators); including UIDAI Officials
- c) Influencers and Opinion Leaders in rural

SECTION IV : Approach & Methodology :

A mix design approach will have to be followed for the dip-stick KAP (Knowledge, Attitude and Practice) Study with judicious mix of qualitative and quantitative components. Specific tools should be developed for different targets for quantitative method. Focus Groups Discussions (FGD) and/or In-depth Interview have to be used as qualitative method. For this purpose:-

- Key briefing by the UIDAI & discussions at the Headquarter will be facilitated.
- Desk review of communication/IEC materials produced by Headquarter.
- Desk review of relevant UIDAI documents to understand the objective, approach and implementation strategy.
- Briefing by the IEC Team & discussions at the Regional Office (RO) level.
- Desk review of communication/IEC materials produced by RO.
- Scheduling and confirming the final methodology including sampling.
- Preparing a check list / questionnaire for various target groups.
- Field testing of the check list/ questionnaire in one district of two states (Jharkhand and Delhi).
- Collection of quantitative data on knowledge, attitude & practice (KAP) and media consumption habit of residents.
- Collection of qualitative data from sampled stakeholders.
- Analysis of the data and deriving the key points towards the main objectives.
- Collating quantitative and qualitative findings.
- Submission of the draft report and discussion with UIDAI.
- Submission of the final report.

SECTION V: Coverage and Sample Size :

1. Eco-system:

- Around 120 to 150 Qualitative interviews from National level, 6 RO level and with eco-system to understand IEC Goals and gaps.

2. Residents: Quantitative Data collection

- 5 states (Jharkhand, Delhi, Gujarat, Punjab and Kerala) have to be covered where Phase II enrolment has to take place. The selection of state is on the basis of one state from each region (North, South, West, Central and East/Tribal)
- In each of the 5 states, 2 districts have to be covered. Selection of district would be based on random sampling, but care has to be taken to make sure that in the selected district enrolment has taken place in Phase-I or is being covered in Phase-II. Ideally it should be less than 70 percent saturation.
- Around 60 percent of the total sampling has to be from rural and 40 percent from urban.
- Two rural blocks of selected districts and two municipal wards of selected district head-quarter town have to be covered.

3. Sampling for Rural

In each of the Rural Blocks, two villages have to be covered and in each village total 40 respondents have to be covered, out of following four categories.

- Those residents who have got the Aadhaar enrolment done.
- Those residents who knew about Aadhaar enrolment and have even tried to get themselves enrolled, but for some reason could never get themselves enrolled.
- Those who know about Aadhaar enrolment, but for some reasons never tried to get themselves enrolled.
- Those who have not heard of Aadhaar or Aadhaar enrolment.

States	District	Rural Blocks	Villages	Respondents
5	10	20	40	1,600

Note: In case possible, the agency has to try to get 10 respondents from each categories mentioned above, but in no case the total sample of respondents in a village has to be less than 40

4. Sampling for Urban

In each of the two municipal wards of a district head-quarter 40 respondents from following 4 categories has to be covered:

- Those residents who have got the Aadhaar enrolment done.

- ii. Those residents who knew about Aadhaar enrolment and have even tried to get themselves enrolled, but for some reason could never get themselves enrolled.
- iii. Those who know about Aadhaar enrolment, but for some reasons never got themselves enrolled.
- iv. Those who have not heard of Aadhaar or Aadhaar enrolment.

States	District	Head-quarter Town	Municipal ward	Respondents
5	10	10	20	800

Note: In case possible the agency has to try to get 10 respondents from each of the categories mentioned above, but in no case the total sample from municipal ward has to be less than 40.

5. Influencers & Opinion Leaders: Qualitative Data collection

Focused Group Discussion (FGD) and/or In-depth interviews has to be conducted as per check-list (prepared in consultation with UIDAI) and FGD and/or in-depth interview tools developed by Agency in 10 percent of villages and 10 percent of urban municipal wards with representatives from influencers and opinion leaders to cross verify the quantitative findings.

SECTION VI : Deliverables and Timeline

1. The agency will provide the following deliverables alongwith the final KAP (Knowledge, Attitude and Practice) report:
 - i. KAP (Knowledge, Attitude and Practice) Study report with recommendations
 - ii. Inventory of IEC materials produced by HQ, RO and Registrar
 - iii. Visual Documentation of process.
2. Timelines :

The Agency has to deliver the final report within 120 days from the date of the work order, however, necessary reports have to be submitted at the end of each major phase in order to monitor the developments in the KAP (Knowledge, Attitude and Practice) study. The agency has to submit its further division of work plan with time line during the design phase. All time lines will be with reference to date of work order.

(i)	Understanding of assignment from UIDAI's perspective & Draft Questionnaire for Quantitative data and check list – submission of 1 st report.	15 days from work order
(ii)	Understanding of IEC / Communication gap from Regional Office and Registrar perspective &	40 days from work order

	Documentation of all previous IEC Efforts - submission of 2 nd report.	
(iii)	Finalisation of tools and submission of data collection plan	45 days from work order
(iv)	Pre-test of tools and correction of tools, for both qualitative and quantitative research* – submission of 3 rd report.	50 days from work order
(v)	Data collection	80 days from work order
(vi)	Data Entry & interpretation with draft final report – submission of 4 th report	100 days from work order
(vii)	Submission of Final Report	20 days from input from UIDAI on draft final report

* Note :- At this phase, a draft questionnaire is to be prepared, which must be tested in the field and corrections/modification, if any, in the questionnaire must be carried out before executing final data collection.

SECTION VII: Minimum Key Skills/ Experience required :

- (i) The Agency should be in existence for over five years in the field of media, IEC, development communication, communication research and understanding of IEC strategy both for urban and rural. Number of years in business of media and IEC would be given weightage.
- (ii) Must have worked for minimum five Government or International organisations in development sector in the field of media, IEC, IEC Strategy, communication research etc during the last ten years.
- (iii) The agency must have five years experience in survey data collection, data processing and analysis.
- (iv) Must have letter of appreciation for timely completion of assignment from five clients in last ten years.
- (v) Practical knowledge, understanding and experience of evaluating development programmes and impact study from communication perspective.
- (vi) Must have understanding of the communication needs of audiences ranging from rural & urban communities.
- (vii) Excellent drafting, documentation skills and team work will be required with good track record of delivering quality services.
- (viii) Good track record of delivering quality services within the time-frame to diverse clients.
- (ix) Bidding Agency should be registered for Service Tax.
- (x) Average Annual turnover for last three years should be minimum Rs.40,00,000/- (Rupees forty lakhs only)

SECTION VIII: How to respond to this Bid

- The agency having minimum qualifications as per the criteria should respond by filling both technical and financial bid in the format given in this RFP.
- All pages of technical and financial bid should be duly signed by the authorized signatory (with official seal).
- The annexure being enclosed should be properly marked, signed and appropriately tagged.
- The Technical bid must contain the Demand Draft(s) of Rs.5000/- as processing fee and Rs.1,25,000/- as earnest money deposit, failing which the bids shall be declared as non-responsive and rejected.
- Technical and financial bid should be separately sealed in two envelopes and the envelopes should be clearly marked as technical and financial bid.
- The two envelopes (technical and financial bid) should be then sealed in one envelope on which it should be clearly mentioned as “Bid for KAP (Knowledge, Attitude and Practice) Study”.
- The bid should reach through registered post, courier or by hand before 1500 hrs on 12th October, 2012 to :

Shri P. M. Theodore,
Deputy Director (Media)
Unique Identification Authority of India
3rd Floor, Tower II, Jeevan Bharati Building,
Connaught Circus, New Delhi 110001

SECTION IX: Terms of Payment :

- No advance will be paid
- 15 % of the agreed amount on submission of 1st report after HQ level interaction and desk review of relevant documents and materials at HQ level.
- 15% of the agreed amount on submission of 2nd report after RO & Registrar level qualitative finding and preparation of inventory of IEC materials developed at that level (Inventory of IEC materials produced by HQ, RO and Registrar).
- 20 % of the agreed amount after submission of pre-tested tools for both qualitative and quantitative research (3rd report)
- 20 % of agreed amount after field data collection, its entry and submission of draft report for UIDAI inputs (submission of 4th report).
- 30% after submission of final report (including Visual Documentation of process).

SECTION X: Selection Process

- The selection of agency will be on Quality and Cost Based (QCBS) formula. The technical bid will be opened first. The technical bid of the agencies having requisite minimum qualifying criteria will be evaluated. No marks will be allocated

for the same. In case, self signed supporting document is not found annexed, the tender will be summarily rejected.

- All those agencies getting more than 70 % marks in technical evaluation will qualify for the financial round.
- Financial bid will be opened and a merit list will be made giving 70% weightage to technical score and 30% to the financial score as per the standard norm of Quality and Cost Based (QCBS) formula for selection of process.

SECTION XI: Specific Instruction

- (i) In all phases of the study, UIDAI have to be kept informed.
- (ii) UIDAI would inspect the study concurrently as and when felt necessary.
- (iii) The selected agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to UIDAI's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
- (iv) UIDAI would be entitled to ask for interim report during proceeding of the study.
- (v) The cost should include all related expenses towards entire assignment including applicable taxes.
- (vi) Interested agency with minimum qualifications must respond in the technical and financial format given in this RFP.
- (vii) Agency must enclose self signed relevant documents as Annexure as per instructions in given technical bid format to prove their qualification. Bid of Agency not having minimum qualifying criteria will be disqualified and their bid documents will not be further processed.
- (viii) Agency having experience of handling similar assignments, having higher number of years in communication/IEC activities, relevant professional experience of key persons involved in this assignment will be given due weightage in technical evaluation.
- (ix) Misrepresentation of any facts or claim by agency and not following instruction in this RFP as per instruction will lead to disqualification.
- (x) UIDAI has right to call for original of all Annexure to verify the claim at any time of evaluation of bids. Inability to produce such documents or authenticate the same will lead to disqualification of bidder.
- (xi) Clarification on any issue or instruction on this bid may be obtained from Shri PM Theodore at pmt@uidai.gov.in by 21st September, 2012 up to 1500hrs.
- (xii) UIDAI will not be responsible for any postal delay and the Bids received after the due date and time or without necessary documents will not be considered.
- (xiii) The Technical bid must contain the Demand Draft(s) of Rs.5000/- as processing fee and Rs.1,25,000/- as earnest money deposit, failing which the bids shall declared as non-responsive and rejected.
- (xiv) Performance Assessment - During execution of the assigned work, a penalty of 1% of the project contract value per week (subject to maximum of

20%) may be imposed by UIDAI, in case following problems are found:

- Quality of deliverable is not up to the mark (till the quality is improved to the required extent)
 - Delays in deliverables
 - Not assigning adequate resources in time
 - Not engaging resources on a dedicated basis, even when required
 - Assigning resources that do not meet UIDAI's requirements
 - Inadequate interaction with the UIDAI
 - If the delay is beyond 10 weeks then UIDAI may annul the project contract and shall be free to get it done from other agencies at the risk and costs of the appointed agencies.
- (xv) Liquidated Damages - If any of the services performed by the Agency fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent, negligent, non-supportive attitude of the Consultant/Agency and UIDAI decides to abort the contract because of such failure, then a sum up to 50% of the value of the contract shall be recovered as liquidated damages from the Agency. Besides, all the payments already done for such service shall also be recovered. This shall be without prejudice to other remedies available under law and this contract to UIDAI.
- (xvi) Performance Bank Guarantee (PBG) - The selected agency shall at his own expense deposit with UIDAI, within a week of the work order, an unconditional and irrevocable Performance Bank Guarantee (PBG) of Rs.1,25,000/- from a commercial bank acceptable to UIDAI payable on demand, for the due performance and fulfilment of the contract, valid beyond three months of the period of completion of the assigned work.
- (xvii) UIDAI reserves the right for rejection of any/all applications without assigning any reason whatsoever. All decisions taken by UIDAI would be final and no further representation in this regard will be entertained.
- (xviii) UIDAI also reserves the right to employ any outside agency for similar work

SECTION XII: GENERAL TERMS AND CONDITIONS

I. Nativity

The organization must be registered in India.

II. Relationship

- a) Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent as between the 'UIDAI' and 'the applicant'. No partnership shall be constituted between UIDAI and the applicant by virtue of this assignment nor shall either party have powers to make, vary or release contractual obligations on behalf of the other party or represent that by virtue of this or any other assignment a partnership has been constituted, or that it has any such power. The

applicants shall be fully responsible for the services performed by them or on their behalf.

- b) Neither party shall use the other parties name or any service or proprietary name, mark or logo of the other party for advertising or promotional purpose without first having obtained the other party's prior written approval.

III. Right to accept the application

UIDAI reserves the right to accept or reject any, without incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such decision.

IV. Fraud and Corruption

UIDAI requires that the Agency must observe the highest standards of ethics during the performance and execution of the contract. The following terms apply in this context:

- (a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of UIDAI or any personnel in contract executions.
- (b) "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to UIDAI, and includes collusive practice among applicants (prior to or after proposal submission) designed to establish proposal prices at artificially high or non-competitive levels and to deprive UIDAI of the benefits of free and open competition.
- (c) "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
- (d) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- (e) "Collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of the UIDAI, designed to establish prices at artificial, noncompetitive levels;

UIDAI will reject an application for award, if it determines that the applicant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, unfair trade, coercive or collusive practices in competing for the contract in question.

V. Confidentiality

Information relating to evaluation of application and recommendations concerning awards shall not be disclosed to the applicants who submitted the applications or to other persons not officially concerned with the process. The undue use by any applicant of confidential information related to the process may result in the rejection of his application.

VI. Governing Language

All documents shall be written in English Language.

VII. Applicable Law

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.

VIII. Legal Jurisdiction

The interpretation validity, and performance of this document, shall be governed in all respects in accordance with the Indian Laws. All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in New Delhi only.

IX. Indemnity

The selected agency will indemnify UIDAI against any misuse of UIDAI Name, Brand Name - AADHAAR and Logo. For any misuse of UIDAI name and logo, the applicant themselves will be held responsible. UIDAI will take necessary actions for such cases. UIDAI will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicant.

X. Termination / Withdrawal

- a. UIDAI reserves the right to withdraw/ terminate the assigned work in any of following circumstances:
 - (i) Applicant becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant's organization
 - (ii) Information provided to UIDAI is found to be incorrect;
 - (iii) Misleading claims about the status of Agency is noticed at later stage;

- b. If the agency does not execute the contract to the satisfaction of the UIDAI then the UIDAI may invoke any or all of the following clauses.
 - (i) Forfeit the Performance Guarantee Amount or
 - (ii) Terminate the contract.

XI. Only one application

An applicant may only submit one proposal on its own. If an applicant submits more than one proposal on its own, both proposals shall be disqualified.

XII. Amendment

At any time prior to deadline for submission of applications, UIDAI may for any reason, modify this document. The amendment document shall be notified through website and such amendments shall be binding on all applicants.

XIII. Disqualification

UIDAI may at its sole discretion and at any time during the evaluation of applications, disqualify any applicant, if the applicant:

- (i) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;

- (ii) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years;
- (iii) Submitted an application that is not accompanied by required documentation or is non-responsive;
- (iv) Failed to provide clarifications related thereto, when sought;
- (v) Submitted more than one application on its own;
- (vi) Was declared ineligible/blacklisted by the Government of India/State/UT Government;

XIV. Disclaimer

It is the responsibility of the applicants to provide all supporting documents necessary to fulfill the mandatory eligibility criteria. In case, information required by UIDAI is not provided by applicant, UIDAI shall proceed with evaluation based on information provided and may not request the applicant for further information. Hence, responsibility for providing information as required in this form lies solely with applicant.

XV. Taxes and Duties

The rates quoted shall be in Indian Rupees and shall be inclusive of all taxes.

XVI. Binding Clause

All decisions taken by the UIDAI regarding this assignment shall be final and binding on all concerned parties.

XVII. Agency's Integrity

The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the work order.

XVIII. Agency's Obligations

- a. The Agency is obliged to work closely with the UIDAI's staff, act within its own authority and abide by directives issued by the UIDAI.
- b. The Agency will abide by the job safety measures prevalent in India and will free the UIDAI from all demands or responsibilities arising from accidents or loss of life the cause of which is due to Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the UIDAI responsible or obligated.
- c. The Agency is responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanor.
- d. The Agency will treat as confidential all data and information about the UIDAI, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the UIDAI.

Technical Bid Format

Part- I (General information)

- i. Name of Agency:
- ii. Address of Agency:
- iii. Telephone Number of Agency:
- iv. Fax Number of Agency:
- v. E mail:
- vi. Contact person:
- vii. Mobile number of Contact person:
- viii. Personal e-mail of contact person:

Part-II (Minimum qualification)

S No	Minimum Qualifying Criteria	To be filled by agency	To be filled by evaluation committee (If document was found)	To be filled by Evaluation Committee (If qualifying or not)
(A)	(B)	(C)	(D)	(E)
1.	Agency should be operational for 5 years (Enclose proof of year of existence; self signed photocopy of registration certificate or first assignment letter issued by organization of repute in the name of applying Agency) Annexure-I	Number of years into business:	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
2.	Agency should have experience of IEC, media, IEC Strategy and Communication research (Enclose work order of minimum five organization or any relevant proof to established experience of handling relevant assignment) Annexure-II	Name of organisation for whom work has been done i. ii. iii. iv. v.	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
3.	Minimum average turnover 40 lakh in last three financial year (Enclose audited ITR, of last three years) Annexure-III	2008-2009 Rs. 2009-2010 Rs. 2010-2011 Rs. Average	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>

If qualified for Technical Evaluation
(to be filled by Evaluating Committee)

YES NO

Signature of Evaluation Committee

Part- III (Total 70 marks)

Sl. No.	Criteria for Evaluation	To be filled by agency (Fill as per instruction in column B)	To be filled by evaluation committee (If document was found)	To be filled by Committee (Score as per criteria laid out)
(A)	(B)	(C)	(D)	(E)
1.	<p>Number of years in the business of development communication/ rural communication/IEC/ media/ communication research.</p> <p>Maximum 20 marks - 4 marks for every additional year (after minimum eligibility criteria of 5 years) in business of development communication, rural communication, media, IEC, IEC Strategy, communication research etc. (Enclose photocopy of relevant work-order of organization of repute) Annexure-IV</p>	Number of year in the business of IEC:	<p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p>	
2.	<p>Quality of relevant / similar assignment handled in the past.</p> <p>Maximum 20 marks – upto 3 marks for each of five most relevant/ similar assignments for reputed National or International organization and 5 marks for Government assignments (Central & State). (Enclose details of the five best similar assignment in the format ‘Agency’s Experience’ as Annexure-V)</p>	Number of assignment for development of Communication/ rural communication/ IEC material and IEC strategy:	<p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p>	
3.	<p>Quality of Human Resources</p> <p>Maximum 30 marks – upto 10 marks for organogram and pen profile, upto 10 marks for national/international assignments and upto 10 marks for government assignments undertaken by proposed resources (Enclose organogram and pen profile of proposed team as Annexure VI)</p>		<p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p>	
		TOTAL	70	

Profile and Experience

Agency Profile

[Provide here a brief (two pages) description of the background and organization of your firm/entity and each associate for this assignment.]

Agency's Experience

[Provide information on each assignment (Maximum 10 in last ten years) in which your agency was involved.]

Assignment name:	Approx. value of the contract (in Rupees):
Country: Location within country:	Duration of assignment (months):
Name of Client: Address:	Total No. of staff engaged for the assignment:
Start date (month/year): Completion date (month/year):	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	

Quality of Human Resource

Present Team Composition and Task Assignments in the Organisation

Name of Staff	Area Expertise	of Position Assigned	Task Assigned

Curriculum Vitae (CV) for Proposed Professional Staff

1. **Proposed Position** [*only one candidate shall be nominated for each position*]: _____
2. **Name of Professional:** _____
3. **Date of Birth:** _____ **Nationality:** _____
4. **Number of years in the core expertise**
5. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: _____
6. **Membership of Professional Associations:** _____
7. **Other Training** [*Indicate significant training since degrees*]: _____
8. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____

9. Detailed Tasks Assigned	10. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned
<p style="text-align: center;"><i>[List all tasks to be performed under this assignment]</i></p>	<p style="text-align: center;"><i>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks]</i></p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Client: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities performed: _____</p>

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misrepresentation described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff with Date]

Full name of authorized representative: _____

Financial Bid Format (30% weightage)

- i. Name of Agency:**
- ii. Address of Agency:**
- iii. Telephone Number of Agency:**
- iv. Fax Number of Agency:**
- v. E mail:**
- vi. Contact person:**
- vii. Mobile number of Contact person:**
- viii. Personal e mail of contact person:**

Quotation

Item	Cost (in figures & words)
Complete KAP study (dip stick) as per the RFP, including all Taxes	Rs..... (Rupeesonly)

Sign with name and seal of authorized Signatory of bidder