



KARNATAKA HEALTH PROMOTION TRUST (KHPT)
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Behind KSSIDC Administrative Office,
Rajajinagar, Bangalore – 560 044
Tel: 080-40400200
Email: khptblr@khpt.org

Request for Proposal

Request for proposals from Agencies/Organisation/Institutions for Media and Communication Services to complement the food fortification program across 7 states and NCR in India.

RFP Reference No.	:	KHPT/BMGF/2024-25/Dec-012
Date of EOI	:	14-Dec-2024
Last Date to Seek Clarifications	:	20-Dec-2024 – 1700 Hrs
Email ID to seek clarification	:	khptblr@khpt.org
Last Date for Submission of Proposal	:	29-Dec-2024 – 2400 Hrs
Address for Submission of Proposal	:	Email : khpt.procurement@khpt.org

About KHPT

We (KHPT) are a not for profit entity that spearheads focused initiatives to improve the health and wellbeing of communities in India. In 2003, KHPT was founded with a single mission to reduce the prevalence of HIV in Karnataka's high priority pockets specifically among vulnerable communities. These interventions were evidence-driven, systematically planned, rigorously implemented, and monitored. The organization succeeded in scaling impact well beyond Karnataka through the HIV/AIDS interventions and became a learning site for innovative approaches. With these strengths, we learned and reflected on our decade long experience leading us to look beyond HIV to four other thematic areas namely Maternal, Neonatal & Child health (MNCH), Tuberculosis (TB), Adolescent Health (AH), and Comprehensive Primary Health Care (CPHC); thereby extending our services to a diverse set of communities. KHPT envisions to impact India's health outcomes through its interventions across three key buckets mentioned below

- **Ideation & Innovation:** We identify gaps within existing programs and assess the needs of communities in order to design, test, and demonstrate models that bridge these gaps. We advance change for specific set of outcomes across themes through innovative approaches, capacity building, promoting convergence, motivating behavior change, and strengthening systems through direct implementation in Karnataka;

- **Technical Support:** We assist the government and partners to design, develop and implement programs for a specific set of outcomes by defining shared goals, engaging multiple types of players, fostering partnerships, supporting execution and assessing progress to holistically address key problems. We offer technical support to the government and other NGO/ CBO partners across India; and

- **Knowledge Translation:** We act as a knowledge hub facilitating information and evidence exchange among thematic-area players by creating more structured interactions, reflection, research, and engagement with peers, both nationally.

Overview about the program

Over the years, KHPT has worked closely with state food safety authorities to build their capacity on both regulatory and promotional aspects of fortification. There is a need for to build science-based narrative on fortification and build a positive and supportive ecosystem. Irrespective of the staple, there is lack of understanding on what, why and how of fortification, and as a result, it is easy for misinformation to spread, and get picked up and amplified. The myths and misconceptions around staple food fortification can mislead the consumers and the decision makers. The awareness information has to be tailor made to suit the different set of audience with unique activities for intervention. The below mentioned matrix is a series of interventions for sustained messaging around fortification and its benefits.

Although food fortification has been promoted by the FSSAI since (2016), and the availability of fortified foods is increasing in the open market, there is limited awareness among the general population on the importance of consuming fortified food. There is also limited awareness on the +F logo, which was designed to allow the general population to easily make a choice of fortified staples, over non-fortified variants. At a time where there are increasing concerns about the chemical 'adulteration' of foods, it is important to clearly communicate that fortification is a scientific process of adding nutrition to regularly-consumer food, and does not have any adverse effect on health in a majority of the population. It must also be communicated that fortification does not alter the taste, smell or texture of food, and that the price of fortified foods is not higher than non-fortified food. Therefore, any communications campaign must encompass a range of media and social media platforms and trusted spokespersons who can advocate for the uptake of fortification food. Media engagement through journalists at national and state-level newspapers and web portals, and engagement of content creators and government departments on social media channels, offer the greatest chance of mass engagement.

Communication objective:

- To develop science-based narrative on fortification and build awareness among ecosystem partners.

Scope of work and Deliverables:

The following activities and deliverables are expected from the vendor. These activities will be implemented by the vendor with support from the KHPT internal team in NCR, Madhya Pradesh, Uttar Pradesh, Rajasthan, Gujarat, Tamil Nadu, Maharashtra and Andhra Pradesh. The execution of this entire package of communication tasks is expected to be of high quality, with seamless and timely support from the vendor, maintaining complete financial transparency and systems for fund disbursement and use, as well as close coordination with the KHPT's project and communications team at all stages of the implementation.

Activity/Task	Description	Expected Deliverables
Media Sensitization Workshops and Round Table Discussions (7 states and NCR)	The workshops will be for media houses in the state and NCR to orient about staple food fortification, to clarify the myths and misconceptions and ensure scientific understanding of the fortification process to ensure an enabling environment while also provide right information to the public. This will be for journalists from established media houses in state and national level.	<ul style="list-style-type: none"> • 10-15 Articles / Quarter in national and regional media. • Press Releases as per requirement for all events and coverage • Media toolkit for national and state level with data and information on the subject and fortification project initiatives. • Media Sensitizations and Roundtables to be organised both at state and National Level (2 in each state and 2 at National level over a period of 24 months) with participation from journalists and press of leading dailies and online news platforms <p>Collaterals to be developed: Media Kit at state and national level– press releases, fact sheets, infographics, research briefs</p>
Social Media Campaign Through Influencers	Engage social media influencers like industry champions, doctors, scientists, food experts and other stakeholders to promote staple food fortification via social media.	<ul style="list-style-type: none"> • Identify 10-12 influencers with a diverse audience base across English, Hindi, and regional languages, each with an approximate follower count of 1 million. • Collaborate with these influencers to create a total of 36 posts over 24 months, averaging approximately 2 posts per month, tailored to different states.
Comprehensive Social Media Campaign	Develop and execute a strategy for platforms like Instagram, Facebook, LinkedIn, and Twitter. Includes	<ul style="list-style-type: none"> • 30-40 creatives/month: static visuals, infographics, posters, videos, carousals and other.

	<p>monthly content creation and field-based shoots.</p> <p>These will be posted from various government handles, including FSSAI and relevant state department handles where available, for which posts will be translated into the local languages for dissemination.</p> <p>The agency will provide a strategy to increase reach and engagement, and provides metrics accordingly.</p>	<ul style="list-style-type: none"> • 2-3 field shoots/month for interviews, community voices, and field stories. • Interviews arranged with key experts, opinion leaders (academics, FSSAI representatives, research institutions)
Job Aids for Front Line Workers (FLWs)	Develop culturally sensitive materials for FLWs to educate on fortified foods in public-funded programs and Fair Price Shops (FPSs).	<ul style="list-style-type: none"> • Guidebook, training modules, participant handbooks, and posters for Anganwadi centres, schools, and FPSs. • Recreate and illustrate culturally appropriate content. • Translate materials into local languages including Tamil, Marathi, Gujarati, Telugu and Hindi

Yardstick of measurement:

Reach through different interventions will be monitored by the vendor and reported periodically.

RFP processing schedule

The schedule of RFP processing is given below.

S. No.	Description	Date	Time
1.	Date of RFP	14-Dec-2024	
2.	Last date for receiving Queries from institutions/organizations/agencies, if any – to be sent to khptblr@khpt.org only	20-Dec-2024	17:00 Hrs
3.	Last date for submission of Proposals – By Email to khpt.procurement@khpt.org	29-Dec-2024	24:00 Hrs
4.	Opening of Proposals	30-Dec-2024	10:00 Hrs
5.	Intimation to the qualifying institutions/organisations/ agencies	02-Jan-2025	
6.	Presentation by the qualifying institutions/ organizations/agencies	06-Jan-2025	11:00 – 15:00 Hrs
7.	Financial negotiations with the L1 institution/ organization/ agency	07-Jan-2025	
8.	Issue of Letter of Award	10-Jan-2025	

Who Can Apply :

Agencies/Organisation/Institutions who can manage overall scope of work and deliver the entire service on their own or working with their collaborators/ partners.

QUALIFICATION/ELIGIBILITY CRITERIA

The qualification/eligibility criteria for the Institution/ Organization/ Agency are given below.

S. No.	Qualification Criteria	Document Required to be submitted
1	a) Name and address of the Institution/ Organization/ Agency b) Year of establishment c) Whether the Institution/ Organization/Agency is registered under Society Registration ACT or is an autonomous body or a Limited company or partnership firm, etc. and details thereof (e.g.-name (s) of partners, Managing Director, Chief Executive Officer, Key authorized person(s)	Copy of Certificate of Incorporation/ Registration/MoU as applicable
2	The Institution/ Organization/Agency should have a valid PAN and GST Registration	Copy of PAN, TAN, GST, PF, PT, ESI, Shops and Establishment Registration
3	The Institution/ Organization/Agency should have a minimum average annual turnover of more than Rs. 5 Crore (Rupees One Crore) for the last 3 years	Copy of Audited P&L Statement, Balance Sheet
4	The Institution/Organization/Agency should have undertaken similar type of assignment	Contract / work orders, and completion certificate
5	The Institution/ Organization/ Agency should not have been blacklisted by Central/State Government departments/ Undertakings	No conviction certificate duly signed by the authorized signatory of the organization

The Proposal in the “Application Format” (appended below) along with supporting documents to be submitted by email to khpt.procurement@khpt.org on or before 29-Dec-2024 – 24:00 Hrs. Proposals received after the last date/time for submission will not be considered.

Section 1 - Application Format**Organization/Institution/ Agency Profile**

Name of the organisation/ Institution/ Agency	
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Address of Registered Office			
Address for Communication if different from above			
Type of organisation/institution (Company, Society, Trust, Others)			
Registration Details of Organization/Institution.			
1. Permanent Account No. (PAN)			
2. Tax Deduction Account No. (TAN)			
3. Employees Provident Fund Organization		Registration No.	Date of Registration
4. Professional Tax		Registration No.	Date of Registration
5. ESIC Registration		Registration No.	Date of Registration
6. Shops & Establishment Act		Registration No.	Date of Registration
7. Goods and Services Tax (GST)		Registration No.	Date of Registration
8. Any other			
Whether the Organisation/ Institution has been debarred/ blacklisted by any Government/ Private Organization in India or by any multilateral or international donor agency in the past		Yes	No
		If yes, the reason	
List the states and cities where your organisation /institution/ Agency has presence			
Turnover of previous three financial years as per certified statement of accounts		2021-2022	
		2022-2023	
		2023-2024	
Please provide details of a few similar activities managed by you over the past five years (Provide relevant links)			
Please provide details of assignments undertaken for the Government Departments (Provide relevant links)			

Details of the Board Members	Name	Gender	Nationality	Designation & Duration	Occupation	Relationship with other Board Members
Any other information about organisation						
Contact information of the organisation						
Name	Primary Contact			Secondary Contact		
Title						
Mailing Address						
City and State						
Telephone						
Mobile						
Fax						
E-mail address						
Organisation website URL						

DECLARATION AND COMPLIANCE

By participating in the Bid Process, you are required to acknowledge and declare that :

1. I/We and our staff are aware of the “Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (POSH)” and I/We shall ensure to comply with the requirements of the applicable law and to provide safe and secure working environment, free from sexual harassment for all women.
2. I/We and our staff are aware of the “THE PROTECTION OF CHILDREN FROM SEXUAL OFFENCES ACT, 2012 (POCSO)” and related laws concerning the child protection and I/We shall comply with the requirements of the applicable law.
3. I/We filed the Income Tax returns for the last two Assessment Years as specified in section 206AB of Income Tax Act, 1961 with in the due date. I/We also confirm that where any tax demand

including interest and penalty if levied by tax department on account of non-compliance of the provision of Section 206AB of the Income-tax Act, 1961 on KHPT on account of reliance of the confirmation provided by us, I/We shall indemnify KHPT against any such tax, interest and penalty cost.

4. I/We shall remit the Goods and Services Tax collected from KHPT to the department and file relevant returns within the due dates in compliances to the provisions of the “Goods and Services Tax Act, 2017”
5. I/We agree to comply with applicable data protection laws, including the Digital Personal Data Protection Act, 2023 and shall process personal data provided or collected for the purposes outlined in this bid process and in accordance with KHPT’s instructions. I/We shall implement appropriate security measures to protect the data, ensure confidentiality, and promptly notify KHPT of any breaches. If selected, upon termination of the Agreement I/We shall return or securely delete all personal data unless retention is required by law.
6. I/We shall strictly comply, wherever applicable, in removing human rights barriers to accessing health services for women and girls, sex workers, people who use drugs, men who have sex with men, transgender people, people in prison, migrants and refugees, indigenous peoples and also agree
 1. To grant non-discriminatory access to services for all, including people in detention
 2. To employ only scientifically sound and approved medicines or medical practices
 3. Not to employ methods that constitute torture or that are cruel, inhuman or degrading
 4. To respect and protect informed consent, confidentiality and the right to privacy concerning medical testing, treatment or health services rendered
 5. To avoid medical detention and involuntary isolation, which are to be used only as a last resort."

KHPT has zero-tolerance policy towards above compliances. If any non-compliance is observed or suspected, KHPT will notify the appropriate authorities immediately and cease all collaboration.

The details and information provided in this application form and the documents attached are true and correct to the best of my knowledge and belief. In case any of the information/ details provided or documents attached are found to be incorrect, the proposal can be rejected without assigning any reasons thereto.

For Organisation/Institution/ Agency

Authorised Signatory

Name

Designation

Section 2 – Technical Proposal

Approach to Media & Government Engagement

Strategy to work with Social Media influencers (Please share proposed influencers details)

Social Media Content Strategy

Monitoring and Reporting Management system

Section 3 – Financial Proposal

Sl.No	Activity/Task	Deliverables	Duration in months	Rate/month	Amount (Rs.)
1	Media Sensitization Workshops and Round Table Discussions (7 states and NCR)	<ul style="list-style-type: none"> • 10-15 Articles / Quarter in national and regional media. • Press Releases as per requirement for all events and coverage • Media toolkit for national and state level with data and information on the subject and fortification project initiatives. • Media Sensitizations and Roundtables to be organised both at state and National Level (2 in each state and 2 at National level over a period of 24 months) with participation from journalists and press of leading dailies and online news platforms <p>Collaterals to be developed: Media Kit at state and national level– press releases, fact sheets, infographics, research briefs</p> <p>Exclusion (Cost of venue and logistics for the participants shall be borne by KHPT)</p>	24		
2	Social Media Campaign Through Influencers	<ul style="list-style-type: none"> • Identify 10-12 influencers with a diverse audience base across English, Hindi, and regional languages, each with an approximate follower count of 1 million. • Collaborate with these influencers to create a total of 36 posts over 24 months, averaging approximately 2 posts per month, tailored to different states. <p>Exclusion (Cost of venue and logistics for the participants shall be borne by KHPT)</p>	24		
3	Comprehensive Social Media Campaign	<ul style="list-style-type: none"> • 30-40 creatives/month: static visuals, infographics, posters, videos, carousals and other. • 2-3 field shoots/month for interviews, community voices, and field stories. • Interviews arranged with key experts, opinion leaders (academics, FSSAI representatives, research institutions) <p>Exclusion (Cost of venue and logistics for the participants shall be borne by KHPT)</p>	24		
4	Job Aids for Front Line Workers (FLWs)	<ul style="list-style-type: none"> • Guidebook, training modules, participant handbooks, and posters for Anganwadi centres, schools, and FPSs. • Recreate and illustrate culturally appropriate content. • Translate materials into local languages including Tamil, Marathi, Gujarati, Telugu and Hindi <p>Exclusion (Cost of venue and logistics for the participants shall be borne by KHPT)</p>	24		
5	Any other Charges (Please Specify)				
Gross Amount					
Taxes - Please specify					
Net Amount					

Checklist of documents to be submitted

Sl	Detail	Yes/No/Remarks if any
1	Registration document of the organisation	
2	Permanent Account Number (PAN)	
3	Tax Deduction Account Number (TAN)	
4	GST Registration	
5	Audited financial statements along with Audit Report of last three financial years	

6	Technical proposal	
7	Financial Proposal	
8	Any other relevant supporting document or testimonials	

Score Sheet for Screening Committee:

	Scoring
Eligibility Criteria	Yes/No
Organization / Institution/ Agency Profile	20
Technical Proposal	60
Financial Proposal	20
Total	100
