



बिहार सरकार
समेकित बाल विकास सेवाएं (ICDS) निदेशालय, बिहार
(समाज कल्याण विभाग)
द्वितीय तल, इंदिरा भवन, राम चरित्र सिंह पथ, पटना-800001
फोन: +91-612-2520960, फैक्स: +91-612-2535900, website: www.icdsbih.gov.in



Directorate, ICDS, Government of Bihar

Sealed quotations are hereby invited by ICDS Directorate, Social Welfare Department, Govt. Of Bihar for providing Public Relations and communication services and conducting below listed Poshan Abhiyaan activities for ICDS, Directorate

Detailed Term of Reference is listed below

1. Pre-requisite for participating firm/ Term & Conditions:

- A. “**Quotation for Providing Public Relations And Communication Services And Conducting Poshan Abhiyaan Activities**” should be clearly written on envelop.
- B. Quotation need to be submitted by speed/registered post or may be received through special messenger at **ICDS Directorate, 3rd Floor, Indira Bhawan, Bailey Road, Patna.**
- C. The quotation received after deadline shall not be entertained at any circumstances whatsoever. In case of postal delay this office shall not be responsible.
- D. Unsealed quotation will be summarily rejected.
- E. Quotation must be in the enclosed prescribed Performa and the forwarding letter has to be on the letter head of the firm duly signed by the proprietor/partner/director or their authorized representative. In case of signing of quotation by authorized representative, letter of authorization must be attached with the quotation.
- F. Rates must be quoted as per the format specified taxes extra if any must be written separately. The rates must be quoted in figures as well as in words.
- G. The firm must be either a proprietorship firm or partnership firm or private limited company.
- H. Quotation shall submit an EMD amount of Rs.10,000/- (Ten Thousand Rupees only) in the shape of Demand Draft from any Schedule Bank in favour of Director ICDS, payable at Patna. No quotation is exempted from submitting of the EMD as mentioned in the document. Quotation without EMD shall be summarily rejected.
- I. The firm corporate office must be located at Patna.
- J. The firm must have income tax registration and goods and service tax registration (Provide all certificates of registration).
- K. The team leader of participating firm must have relevant experience in arena of Poshan Abhiyaan activity. The firm should provide detailed bio-data of team leader. The team leader will be one point of contact person for directorate.



- L. Delivery period - 7 days from award of work.
- M. Payment terms: The payment will be made after submitting monthly progress report and submission of bill.
- N. In the event of any dispute or disagreement arising between the contractors of 'Terms and Conditions' of this inquiry, decision of Director ICDS, Patna will be final and binding upon the contractor.
- O. ICDS, Patna reserves the right to increase or decrease the number and duration of Poshan Abhiyaan activities.
- P. ICDS, Patna reserves the right to reject any quotation or part or the whole process of quotation without assigning any reason at any stage.

Term of reference:

Objectives:

POSHAN Abhiyaan is a flagship programme of the Ministry of Women and Child Development (MoW & CD), Government of India (GoI), to improve nutritional outcomes for children, pregnant women and lactating mothers. The Government of Bihar with support from different developmental organizations developed a Bihar specific Jan Andolan Action Plan on basis of National Guidelines. In this plan a brief module is given about mass media, mid-media, ICT based media, Social media, Outdoor media, Inter personal communication and community and special events and festival. In this context ICDS is planning to launch a communication campaign to promote nutrition's related messages, best practices, success stories and stories of change. The purpose of this campaign is to take the message of nutrition to every nook and corner of the State and to focus on complimentary food, Early Childhood Care, treatment and prevention from infections in children.

Scope of Work: Provide Media, Communication and IEC related support and organize related activities for Poshan Abhyaan 2020-21

Activities:

S.no	Particulars of services	Tenure
1	Print and Electronic media support services including development and dissemination of Press Release and media tracking for complete Poshan Abhiyaan	One Month
2	Social media campaign for FB, Twitter & Instagram with content development, boosting and promotion	Two Month
3	You tube promotion along with content development, celebrity byte on nutrition and promotion	One month
4	Fabrication of Poshan Rath	Once
5	(Poshan Rath) Running with PA system for 5 days	5 Days
6	Designing of E Rickshaw	Once
7	Dissemination of 1.25 Lakh Voice message once	Once
8	4 Pager Broad sheet on different aspects of nutrition (Web printing along with development of content 12,00 colour copies	Once
9	4 (15 minute long duration) Radio Talk show on all India radio (Development of content, recording and telecast)	Once
10	1800 series toll free with one year subscription	Yearly



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Rate Quotation Format-

S.no	Particulars of services	Tenure	Rate (Including All tax)
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Company Seal And Stamp