

**Sub :- Request for proposal for implementing Tin Board / Hoarding and Wall Painting activities in five districts of Jalna, Aurangabad, Solapur, Thane (Bhiwandi) and Nagpur.**

Sir,

**I. BACKGROUND:-**

Avert Society is an independent registered society. It has been established as a joint project of the National AIDS Control Organization (NACO) and the Government of Maharashtra with assistance from USAID. It aims to reduce the transmission of HIV and mitigate the impact of HIV/ AIDS and related infections in the State of Maharashtra. It also aims to reduce stigma and discrimination related to HIV/ AIDS.

The Project is managed by the Avert Society located in Mumbai having a core team headed by the Project Director. The Project is guided by the Governing Board chaired by the Additional Chief Secretary (Public Health), Government of Maharashtra and represented by NACO, MSACS, MDACS and Director General of Health Services, and representatives from people living with HIV/AIDS and an NGO.

**II. SCOPE OF WORK :-**

**(1) Supply of Tin Board**

**Description :-**

- 14”inches x 8.5” inches in Tin Material. 4-Colour inkjet printing
- 20,000 Tin Boards x 3 type = 60,000

- With six four colour logo  
Avert Society logo / MSACS logo /NACO logo / USAID logo /  
PEPFAR logo and JHU Logo.

Note :- Avert Society will provide artwork and matter to the agency

**(2) Hoardings**

**2.1 Quantity requirements:-**

Number of hoardings as per size	Number of Districts to be covered each month	No of locations
<p>5 Hoardings of 40 ft x 20 ft in 5 districts = 25 hoardings x 3 months</p>	<p>5 Avert districts</p>	<p><b>Jalna</b></p> <ol style="list-style-type: none"> <li>1. Sanjay Nagar</li> <li>2. Sangram Nagar – Site 1</li> <li>3. Railway Station Entrance Gate</li> <li>4. Chandangira</li> <li>5. Sunadar Nagar – Site 1</li> </ol> <p><b>Aurangabad</b></p> <ol style="list-style-type: none"> <li>1. Railway Station</li> <li>2. Mill Corner Chowk</li> <li>3. Kranti Chowk Signal</li> <li>4. Paithan Gate ACN Building</li> <li>5. Central Bus Stand Gate.</li> </ol> <p><b>Solapur</b></p> <ol style="list-style-type: none"> <li>1. ST Stand Solapur</li> <li>2. Railway Station</li> <li>3. Chincholi MIDC</li> <li>4. Hyderabad MIDC</li> <li>5. Market yard</li> </ol> <p><b>Thane (Bhiwandi)</b></p> <ol style="list-style-type: none"> <li>1. Bhandari Chowk</li> <li>2. Khadupada Curiel</li> <li>3. ST Bus Stand</li> <li>4. Alamgiri Video Centre</li> <li>5. Nazarana Compound</li> </ol> <p><b><u>Nagpur</u></b></p> <ol style="list-style-type: none"> <li>1. Bus Stand Chowk</li> <li>2. Hingana Chowk</li> <li>3. Nagpur Railway</li> <li>4. Bus Stand Chowk in Kamptee- Site 5</li> </ol>
<p>*5 Hoardings of 40 ft x 10 ft in 5 districts = 25 hoardings x 3</p>	<p><b>5 Avert districts</b></p>	<p><b><u>Jalna</u></b></p> <ol style="list-style-type: none"> <li>1. Lalbaug</li> <li>2. Sangram Nagar Bus Stand – Site 2</li> </ol>

months	<p>3. Aurangabad Chaufully  4. Chirag Hotel  5. Sunadar Nagar – Site 2</p> <p><b><u>Aurangabad</u></b></p> <p>1. Beedkin Bazaar Road  2. Paithan Bus Stand  3. Pepsi Company Paithan  4. Bus Stand Sillod.  5. Ahilya Chowk Jai Tower.</p> <p><b><u>Solapur</u></b></p> <p>1. A1 Chowk D.A.D. College.  2. ST Stand Pandarpur  3. Railway Stand Pandarpur.  4. Bhagwat Talkies  5. Lucky Chowk</p> <p><b><u>Thane (Bhiwandi)</u></b></p> <p>1. Padmanagar  2. Golden Hotel  3. Gauri Pada Stadium  4. Saibaba Naka  5. Baba Hotel</p> <p><b><u>Nagpur</u></b></p> <p>1. Anna Modak Chowk  2. Khapri Chowk  3. Mouda Bus Stand  4. Azamshah Chowk  5. Khapri Chowk</p>
--------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**2.2 Description :-**

- **4 Colour inkjet printing, star / LG Flex 13ONZ front lead.**
- 5 hoardings of 40 ft x 20 ft in 5 districts for 90 days
- 5 hoardings of 40 ft x 10 ft in 5 districts for 90 days
- With six four colour logo  
Avert Society logo / MSACS logo /NACO logo / USAID logo / PEPFAR logo and JHU Logo.

**2.3 Role and Responsibilities of Agency:-**

- a. To implement hoarding in specified migrant sites of 5 Avert Society districts with the help of local Avert officials, NGOs and district functionaries like Civil Surgeon and district publicity / information officer.
- b. Agency to prepare hoarding plan with details of locations as approved by Avert Society officials and submit for approval.
- c. On completion of activity in each district, agency will submit a report with following details:
  - Photographs
  - Name of the location
  - Ward Number.
  - Date, month and year of display
  - District name.

#### **2.4 Role and Responsibilities of Avert Society**

Avert Society shall provide the theme calendar for the campaign phase, list of migrant sites for **hoardings** in Avert Society districts and ready to print artwork of the hoardings.

#### **2.5 Deliverables for Agency**

- a. To plan and co-ordinate communication activities as per the Communication Calender of Avert Society.
- b. Finalise logistic for each activity and any other requirement in consultation with Avert Society.
- c. The agency will co-ordinate with district local bodies to ensure successful completion of the activities, arrange for all permissions, logistical arrangement for the activity in the districts.
- d. End of the activity period, the agency will submit a complete report of the activity as specified in the detail scope of work to Avert Society.
- e. Above deliverables / responsibilities can be modified / revised as per Avert Society's requirement

### (3) Wall Paintings

#### 3.1 Size of Wall Paintings:-

<u>Size in Sq. ft. based on availability of wall.</u>	35 ft x 6 ft
	34 ft x 7 ft
	30 ft x 7 ft
50,000 square feet x 5 districts in Maharashtra = 2,50,000 square feet including manual printing of messages and digital printing of photo and logos	

#### 3.2 Description :-

- 50,000 square feet x 5 districts in Maharashtra = 2,50,000 square feet including manual printing of messages and digital printing of photo and logos
- With six four colour logo  
Avert Society logo / MSACS logo / NACO logo / USAID logo / PEPFAR logo and JHU Logo.

#### 3.3 Role and Responsibilities of Agency:-

- a. To implement wall paintings in potential migrant sites of 5 Avert Society districts with the help of local Avert officials, NGOs and district functionaries like Civil Surgeon and District Publicity / Information Officer
- b. Agency to prepare wall painting plan with details of locations as approved by Avert Society officials and submit for approval.
- c. The total area to be covered is 50,000 sq. ft. in each districts.
- d. On completion of activity in each district, agency will submit a report with following details
  - Photographs
  - Name of the location
  - Ward Number
  - Date, month and year
  - District

### **3.4 Role and Responsibilities of Avert Society**

Avert Society shall provide the theme calendar for the campaign, list of potential migrant sites for Wall Paintings in Avert Society districts and artwork for the Wall Paintings.

### **3.5 Deliverables for Agency**

- a) To plan and co-ordinate communication activities as per the Communication Calendar of Avert Society.
- b) Finalise logistic for each activity and any other requirement in consultation with Avert Society.
- c) The agency will co-ordinate with district local bodies to ensure successful completion of the activities, arrange for all permissions, logistical arrangement for the activity in the districts.
- d) At the end of the activity, the agency will submit a complete report of each activity as specified in the detail scope of work to Avert Society.
- e) Above deliverables / responsibilities can be modified / revised as per Avert Society's requirement

### **III. PROPOSAL EVALUATION CRITERIA:-**

The proposal will be evaluated based on the following technical and financial criterion:

<b>Technical Criteria</b>
• Capability of the Agency, as per capability statement presented by them in the proposal.
• Past experience of the agency in carrying out similar assignment.
• Networking strength with Government district offices / NGO's in Maharashtra
<b>Financial Criteria</b>
• Budget Allocation with break-up (printing, labour charge, location charges, logistics )
• Total Cost of the Project.

### **IV. Pre-Bid :-**

Firms / Agencies are requested to meet Communication Specialist before submitting their proposal within three days from the date of advertisement to understand the requirements further.

**V. SUBMISSION OF PROPOSAL:-**

Interested agencies need to submit their proposal in sealed envelope. These proposals can be sent by courier / hand delivery. Please send your offer to the Procurement Officer, Avert Society, AcWorth Complex, R. A. Kidwai Marg, Wadala (West), Mumbai – 400 031.

The proposal will be in **two parts**. One part will list down all the technical aspects and the other financial. Each of these will be then put in separate sealed envelopes super scribed “**Technical Bid**” and “**Financial Bid**” respectively. Both the sealed envelopes will then be put in a common sealed envelope superscribing “**Proposal for implementing Tin Board / Hoarding and Wall Painting activities in five districts of Jalna, Aurangabad, Solapur, Thane (Bhiwandi) and Nagpur.**”

The proposal should be submitted latest by Friday, the 8<sup>th</sup> November, 2010 to “The Procurement Officer, Avert Society, Acworth Complex, R. A. Kidwai Marg, Wadala (West), Mumbai – 400 031. Tel : Phone: 24164510/16/28”.

Yours truly,  
for Avert Society

(Janander Mathur)  
Procurement Officer