

Empanelment of Agencies/Individuals for Communications Services India Health Action Trust

1. Background

India Health Action Trust was instituted in 2003 as a Charitable Trust with a vision to meaningfully impact the lives of vulnerable and marginalised people by addressing health and social inequities. The Trust is working towards reducing inequities by developing comprehensive and sustainable programs to improve population health. Since its inception, IHAT has been working closely with the Government of India and state governments, including Uttar Pradesh, Madhya Pradesh, Karnataka, Rajasthan, Delhi and Bihar, to achieve public health goals. Our work is focused in areas of prevention and control of HIV and Tuberculosis, in achieving significant improvements in Reproductive, Maternal, Neonatal and Child Health, improved Nutrition among mothers and children, and strengthening health systems. We use program science to optimise and scale public health programs while partnering with governments, not-for-profits, corporate social responsibility initiatives and communities.

IHAT generates significant amount of knowledge through the programs it implements and aims to synthesise and disseminate this knowledge with an array of stakeholders. IHAT also uses social and behaviour change communication to drive awareness, encourage healthy behaviours, and engage communities in health decision-making. In order to achieve this, IHAT recognises the need to develop quality communication products to be disseminated via print and digital media.

2. Scope of Work

IHAT is looking for competent agencies and individuals with experience in health programs to develop/copy-edit/design communication products. The key audience for IHAT would be community platforms, governments, NGOs, medical colleges and academia, and donors—all with a commitment to various public health issues.

The empanelment of agencies and individuals is called for in the following categories:

1. **Development:** Develop IEC/BCC materials for a range of stakeholders (community, frontline workers, sub-district, district, state and national) including medical practitioners.
2. **Design of Communication Products:** Undertake any copyediting work for the communications materials and design of communication products such as brochures, briefs, infographics, short reports and long reports and support the design of these materials into a word document/ppt/pdf etc.
3. **Visualisation:** Development of photo-books, coffee-table books (print), animations, short video clips, videos that can be used for both programming and outreach and dissemination purposes.
4. **Events Management:** Event Collaterals: Backdrop, Banner, Standee, Podium, Stationary Kit (Notepad, I Card), etc.

The empanelment of agencies and individuals is proposed for the above streams of work. Agencies/individuals having expertise in one or more areas may state the same in the empanelment form, along with at least one distinct output for each of the above areas (if applicable).

3. Types of Communication Products

IHAT has categorised communication products into the categories:

1. **Development of IEC/BCC Materials/Training Modules and Materials:** These materials may comprise of a variety of IEC/BCC materials – in print/digital/audiovisual form. Likewise, the training modules and materials will comprise of stakeholder based training materials, facilitation guides, review and reflection templates for facilitators/resource persons and target groups. This process will require working with the technical team at IHAT in any of the project locations, and will include conceptualisation, writing/scripting, review and finalisation of materials. Where needed, the agency may also support the on-site training of core teams.
2. **Design of Knowledge Products:** These are categorised as:
 - (i) Communication products based on number of pages of the document.
 - a. 1 – 4 pages: Brochures, Flyers, Fact Sheets, Posters etc.
 - b. 5 – 10 pages: Briefs.
 - c. 11 – 25 pages: Short Reports
 - d. 26+ pages: Long Reports

For these tasks, the following skills sets are expected:

- Cover page designing
- Design layouts for various knowledge products
- Conceptualise and translate content into visuals and infographics
- Redesign graphs, infographics, icons
- Develop a range of illustrations
- Photo editing
- Ability to innovate and suggest newer ways of representation

- (ii) **Communications Templates and Standard Operating Procedures:** These include development of standard templates and creating a communications Standard Operating Procedures (guidelines for communications, use of fonts/margins/logo placements/etc.) for the following:
 - a. Fact sheets
 - b. Tip sheets
 - c. Poster and Panels/Standees Designs
 - d. Newsletters and updates
 - e. Fliers, brochures, and posters
 - f. Press releases
 - g. Presentations
 - h. Reports and Brochures

- (iii) **Visualisation:** Specialising in audio-visual documentation (animations, on-site) concerning a range of target audiences. It also includes:
- a. Developing a film/documentary that combines sound and visual elements to effectively communicate a message or information
 - b. Audio spots with focused audio segments designed to convey information, promote a message, or engage an audience through sound alone
 - c. coffee table books and photobooks
 - d. Photography: It includes pre-production planning, on-site photography, and post-production editing. The agency/individual will be responsible for documenting a variety of subjects in diverse settings, ensuring that the images reflect IHAT's impact and align with its communication goals.
 - e. Videography: Produce high-quality videography that captures the impact of its projects, events, and initiatives. The agency/individual will be responsible for pre-production planning, on-site videography by using professional and latest equipment, and post-production editing to create polished final videos. These videos will be tailored to reflect IHAT's mission and communicate effectively with its target audiences.

The agency/individual should have high level expertise in managing all stages leading to the audio/video products.

- (iv) **Events Branding:** Engage with IHAT team in events management, including the development of Collaterals - Banner, Standee, Podium, Stationary Kit (Notepad, I Card), etc.

4. Technical Competencies

IHAT is looking for agencies and individuals with experience of managing health programme initiatives, managing diverse stakeholders, relevant diverse skill sets to manage a range of tasks. The engaged individual/agency will have inclusive, gender aware and gender responsive approach in ways of engaging and in initiatives involved with the IHAT team.

Ability to ensure quality outputs during quick turnaround time is expected.

All agencies/individuals will comply to IHAT's Safeguarding and PSHEA policy.

5. Intellectual Property Rights

The intellectual property rights for the photographs, raw files (editable versions) and designed document (high resolution and printable versions) after editing will rest with IHAT. It is the responsibility of the hired agency/individual to ensure that copyrights of any content that is used by the hired agency/individual (unless provided directly by IHAT) in editing of the document is procured. The hired agency/individual will be liable for any legal action arising due to violation of copyrights.

6. Engagement Model

IHAT is looking to empanel individuals and agencies who are able to satisfy above technical requirements to provide support in designing of Communication Products. Empaneled agencies/individuals will be the primary source for IHAT to procure developing/editing/translation/designing services. IHAT will reach out to the agencies/individuals on a need basis to develop various knowledge products subject to availability of agencies/individuals and mutual agreement on timelines for product delivery.

7. Assessment of Agencies/Individuals

Agencies/individuals will be empaneled based on a Quality and Cost Based Selection.

The Quality Assessment will be on the basis of Technical Competencies (as described in Section 4) demonstrated by the agency/individual. In order to assess the quality score, agencies/individuals will be requested to submit samples corresponding to the Types of Communication Services (as described in Section 3) through the Application Form. Agencies/individuals may suggest “Value Addition” that they can give which may be taken into consideration when calculating the score.

Sr	Evaluation Criteria	Marks/Weightage
1	Experience and Expertise in the relevant fields: <ul style="list-style-type: none"> • Number of years of experience (10): More than 5 years of experience in providing services to the not-for-profit sector, preferably in the public health domain. Experience working with government, donor agencies, etc. • Team and Expertise (5): Assessment of the team structure, qualifications, and expertise. Assess the expertise of team to be deployed for this work • Clientele and Reputation (5): Evaluation based on previous clients, testimonials, reputed agencies and any industry recognitions or awards. 	20
2	Quality of Portfolio showcasing diverse work in design, content creation, and visual projects in public health: <ul style="list-style-type: none"> • Diversity of Work (10): Evaluation based on the variety and scope of projects in design, content creation, and visual communications specifically within public health. • Innovation and Creativity (10): Scoring based on the level of creativity and innovation demonstrated in the portfolio. • Agencies Engaged with (10): Consider agency’s experience with bi-laterals and international organisations, national organisations (number and type of organisations) and government. 	30
3	Experience of working on Social Behaviour Change Communication strategies, Outcome based SBCC plan and diversity of tools used for SBCC (Films, print material, audio, theatre, etc.)	20
4	Financial proposal	30

8. Expected Deliverables

- The agency/individual in consultation with IHAT will agree on the type of product that can be developed from the content and provide three layout options for the proposed product.
- The agency/individual in consultation with IHAT will draft (including refining visuals, charts, developing infographics etc.) the product as per the agreed layout.
- The agency/individual will provide image files for the visuals/infographics/charts developed for the product in JPEGs/PNGs/TIFF format.
- The agency/individual will modify the draft product as per the recommendations/suggestions provided by IHAT.
- The agency/individual will provide the finalised document in word, PDF and print ready file.
- The agency/individual will provide the raw files (CorelDraw, Adobe Illustrator etc.)

9. Registering interest for empanelment

Interested agencies/individuals are requested to access the application form via the provided link. The application form includes a section to upload a link to your drive, which should contain the following: (i) Agency Profile and (ii) Past Works of a Similar Nature". Please send any queries or requests for clarification to procurement@ihat.in on or before 16 September 2024. Include "Query: Empanelment of Communication Services" in the subject line of your email. The last day for application is 23 September 2024, 17:00Hrs (IST). Incomplete forms and applications submitted after 23-Sep. will not be considered for further processes.

10. Statement on IHAT's Commitment to Gender Equality, Diversity, and Inclusion

At IHAT, we are dedicated to fostering an environment that values and respects gender equality, diversity, and inclusion. We believe that a diverse and inclusive workplace is essential for driving innovation, creativity, and success. We are committed to ensuring that every individual, regardless of gender, race, ethnicity, sexual orientation, or any other characteristic, is treated with dignity and respect.

11. Commitment to Safeguarding, Protection from Sexual Exploitation and Abuse (PSHEA), and Consent Seeking

IHAT is unwavering in its commitment to safeguarding all individuals associated with our work. We prioritise the safety and well-being of our employees, partners, and the communities we serve. We strictly adhere to policies and practices that protect against sexual exploitation and abuse and emphasise the importance of consent in all interactions.

12. Transfer of Commitment

As part of our Terms of Reference, IHAT requires that all hired agencies, partners and individuals uphold these same standards. This includes a firm commitment to safeguarding, protection from sexual exploitation and abuse (PSHEA), and consent seeking. We expect our partners, agencies and individuals working with us to sign into the required policies and integrate these principles into their operations, ensuring a safe and respectful environment for all.