



Berhampur Municipal Corporation, Berhampur

Letter No. 7629

Date 09-5-18

Quotations are invited by agencies specialising in advertisement and having prior experience in marketing/social awareness campaign with any Govt. agencies, for developing IEC campaign for Swachh Bharat Mission under Berhampur Municipal Corporation.

The quotation should be submitted in a sealed envelope with subject, IEC Campaign-Swachh Bharat Mission to BeMC' addressed to the Commissioner, Berhampur Municipal Corporation. Last date of submission of quotations is 18/06/18, Time 5.00 PM, by hand or registered post. Date of Opening of the Bid 19/06/18 at 11.00 AM. Further details available on www.berhampur.gov.in


Commissioner

Berhampur Municipal Corporation

IEC PROGRAM FOR SOLID AND LIQUID WASTE MANAGEMENT

BERHAMPUR MUNICIPAL CORPORATION

Berhampur Municipal Corporation invites tender from agencies specialising in advertisement/ Marketing and having prior experience in marketing/social awareness campaign with any government agency for developing IEC campaign under Swachh Bharat Mission.

Interested agency should be registered and the previous clients should include Govt. agencies in conducting assignments on awareness and sensitization, community awareness, and creating an enabling environment for community based prevention and management of pollution etc. Preference will be given to those who have conducted in the field of Solid and liquid Waste Management.

The strategy will focus on behaviour change communication to ensure that sanitation as an issue is mainstreamed with the general public at large. It will cover issues of open defecation, prevention of manual scavenging, emptying septic tank through mechanized cesspool operation, hygiene practices, proper use and maintenance of toilet facilities (household, community or otherwise), etc., and its related health and environmental consequences. Communication material for behaviour change shall be designed in consultation with the Commissioner and should be in sync with the material being used under SBM.

Outline for IEC activities

The IEC activities will be carried out with an objective to motivate people to adopt hygiene behaviour as a way of life and increasing the sanitation level of the city. Similarly, it will be implemented in a way so that sanitation and hygiene become an integral part of life. As a part of strategy main agents for implementation will be Corporation and existing Community based organisation such as WATSAN, MAS, Swachha Grahis, and Biju Yuva Vahini as key motivators.

Strategy for IEC implementation

The objective of IEC activities is to cover components on construction and usages of toilets (including IHHL, community toilet and public toilet), Cleanliness of the city (including roads drains and commercial areas), and Faecal sludge and Septage management of the city through cesspool operation.

In this context, IEC activities will also focus on the cleanliness of the city, to ensure 100% door to door collection of waste including commercial areas through shared ownership. Similarly, citizen awareness programs will be organized to ensure cleanliness of roads, drains and not to litter in their respective surroundings.

Secondly, access to sanitary toilets (construction, use and conversion of insanitary to sanitary toilets) will be promoted. The city is having toilets, but there is a need to convert all of them into sanitary toilet. Besides this proper usages of community toilet as well as public toilet need to be ensured through effective communication tools.

Lastly, for smooth operation of Septage treatment plant, various IEC activities will be conducted for demand generation and to increase number of trips of cesspool vehicle.

Focus will be on behavioural change and communication by adopting various entertainment format, such as videos, animation clips, and smart posters and through different community participation.

The IEC material will contain information about sanitation practices, toilet structure, printed, digital and audio visual communication material to impress upon the urgent need for behaviour change with respect to sanitation and hygiene of the city.


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Unit price Quotation for IEC campaign including planning and designing charges (Service charge, service tax, GST etc.)	In numbers and in Words(In Rupees)
Single colour leaflet printing A5 Size one side Per 1000 copy	
Multi-colour leaflet printing A5 Size one side-Per 1000 copy	
Normal Flex Printing- Per 01Sqf	
Star Flex printing- Per 01Sqf	
Bamboo Structure with cloth Tent –Per 01Sqf	
Stage and Red Carpet – Per 01Sqf	
Wall Painting -Per 01Sqf	
T-Shirt with Printing –Per 01 Piece	
3D Animated Film from concept to screen with Audio Recording /01Sec -	
Live Action film from Concept to screen with Audio Recording /30Sec Film	
Managing Social Media accounts(per year)	
Editing existing videos, and injecting logo and text whenever required/video	

Terms and Conditions

1. The agency will be engaged for a period of one year.
2. The scripts of the IEC materials will be selected on the basis quality and expected effectiveness.
3. BeMC reserves the right to cancel the agreement without assigning any reason at any point of time.
4. All prices will be on unit basis.
5. Different agencies can be chosen for different aspects mentioned above based on quotes


 Commissioner

Berhampur Municipal Corporation