

**“To develop and roll-out of Social Behavior Change Communication (SBCC) strategy for Meghalaya Health Systems Strengthening Project (MHSSP)”**

Responses to the Pre-proposal conference and written queries raised by Consultancy Firms

Date of Pre- Proposal Conference via Zoom: February 24, 2021; 1200 Hrs.

Sr. No.	Clause No. & Page No.	Original Clause in RFP	Change Requested/Clarification required	MHSSP Response
1.	General	General	Is it mandatory for the proposed project team to be based in Shillong?	The time effort is estimated, consultants are to propose the time requirements based on their technical approach and methodology and suitably put the costs under the financial proposal for the entire duration of the assignment. However, the firm is to take into consideration the estimated man-months provided in the Terms of Reference.
2.	General	General	How often will the agency be expected to modify/improve SBCC messages, tools and materials based on review/ monitoring reports?	The agency should anticipate modifications/ improvisations on the SBCC messages based on the inputs received and therefore appropriately build in their costs for developing effective SBCC messages.
3.	Page No: 69 Section 7. Terms of Reference	The agency will be willing to develop and design any communication message/ tools / Applications (APPs)/ reports as suggested by MHSSP officials / State Government officials after duly discussing the same with World Bank officials.	We assume this will be a collaborative effort wherein the agency will share its findings from CNA and suggestions from the pre-test, etc. with the MHSSP officials and World Bank officials.	Yes, the agency will work closely with designated MHSSP and other experts. The CNA tools and findings along with the pre-test results to be shared and necessary approvals to be sought. All communication messages and final copies to be confirmed after necessary written approvals are sought by MHSSP officials.

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4.	General	General	Will the trainings of the relevant staff/consultants/master trainers at the state, district and sub-district level on the tools / various communication products be conducted in person or virtually? Is the agency expected to budget for the venue, refreshment and equipment for conducting the training?	The trainings can be conducted virtually however in-person trainings are not completely ruled out. Therefore, the firm requires to take full responsibility of the same and all aspects/cost needs to be factored accordingly in the financial proposal.
5.	General	General	We are based in New Delhi. As a matter our organization policy, we charge 10% overheads. Would MHSS will allow overhead?	The contract is a Lump-Sum Contract and hence the Financial Proposal will need to factor all the costs by the firms. Nothing above the Financial Proposal will be paid to the firms.
6.	General	General	What would be an Advance Amount and period for which Bank Guarantee is required?	Please refer to Clause 46.2.1 of the Special Conditions of Contract– It says Not Applicable
7.	General	General	Are we required to submit Invoice for the expenses incurred on monthly or Quarterly basis and next advance would be replenished accordingly? How this system is going to work.	Please refer to Clause 46.2 of the Special Conditions of Contract– The payment will be made according to the milestones achieved as per the deliverables defined in the Terms of Reference.
8.	Page No: 68,69 Section 7. 1 (a): Undertake a Rapid Assessment (CNA)	Undertake a rapid communication needs assessment (CNA) and review of existing information/ studies to gain a deeper understanding of the SBCC strategies and challenges to be addressed..	Request MHSSP to clarify on targeted community, no. of districts/blocks etc., sample size expected and geographical area to be covered in Rapid Assessment (CNA). This will help in calculation of OPE and planning for resources based on sample size and geography to be covered.	Rapid communication needs assessment includes only representative samples, and the agency needs to suggest robust mechanisms to undertake rapid assessments from their previous experiences. An estimated budget with reasonable justifications can be submitted.

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9.	Page No: 70 Section 7. 1(c) & 1(d):	Support the state to roll out the communication strategy	Section 1(c) & Section 1(d) interventions are almost same, doesn't seem to have major difference.  Request MHSSP to clarify the difference in both the sections	The Section 1(c) & Section 1(d) are indeed same and it's a faux-pas, kindly ignore.
10.	Page No: 70 Section 7. 1(c) & 1(d):	Support the state to roll out the communication strategy in targeted areas - Training of the relevant staff/consultants/master trainers at the state, district and sub-district level on the tools/ messages, etc	Request MHSSP to clarify/define who will be responsible for training related expenses like training venue, material, AV aids and TA DA for participants?  <ul style="list-style-type: none"> <li>How many training batches are expected at each level: state, district, and sub-district level?</li> </ul>	The agency will be responsible for training related expenses of venue, materials, AV aids, TA/DA etc.  The number of training batches can be suggested by the agency in their technical proposal.
11.	Page No: 70 Section 7. 1(c) & 1(d):	Handhold the state health department to cascade the SBCC messages to the targeted community through identified mediums.	Request MHSSP to define handholding support. Will it be monitoring and supportive supervision support only or dissemination of SBCC messages/communication strategies?	The agency to suggest effective and holding support inclusive of monitoring and supportive supervision and dissemination of SBCC messages/communication strategies in their technical proposal.
12.	Page No: 69 Section 7. 1(b): Design the communication strategy	General	Please clarify: The desired features, application architecture etc. for developing the Application (APPs) and no. of users (approx.)? <ul style="list-style-type: none"> <li>Requirement of the ICT consultant under the Human Resource to develop the Application (App)?</li> <li>All IEC materials should be in online and e-communication mode.</li> </ul> If communication campaigns or media campaigns to be run, what will be the duration and frequency of these campaigns?	1. Desired features and architecture of the app will be as per discussions and requirements of the project along the same lines of the SBCC strategy; which can change during the process of the project. Hence different versions can be released. Number of users will not be able to be identified at such a nascent stage as the same would be available at an app store for the entire target population. Our understanding is the number of users based on a server host.

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				<p>2.Requirement of the ICT Consultant will be at the prerogative of the bidder as the appointment of the same is not required on a fulltime basis. Bidders to propose accordingly and factor in all necessary cost in their proposals.</p> <p>3.Different campaigns will have different timelines depending upon their acceptability by communities. Agency can suggest various duration and frequency in their proposal.</p>
13.	Page No: 69 Section 7.	The agency will be willing to develop and design any communication message/ tools / Applications (APPs)/ reports as suggested by MHSSP officials / State Government officials after duly discussing the same with World Bank officials.	In this regard, our query is that apart from designing the prototypes of IEC materials, do we also need to develop and print them in hard format for all their numbers required?	<p>Few hard copies prints will be mandatory for finalizations and approvals.</p> <p>The hard copy printing of various IEC materials with clear specifications can be suggested by agency in their proposal.</p>
14.	Page No: 70 Section 7.	(E)Monitoring and evaluation of the strategy	It is mentioned that the agency shall “agree upon a simple and effective M&E system to monitor the quantity, quality and effectiveness of all communication messages, tools, materials and activities”. In this regard, please clarify whether the monitoring & evaluation exercise through primary/secondary data collection is to be undertaken by our organization or by the client?	A simple and robust monitoring and evaluation of communication tools, messages, materials and activities needs to be undertaken by agency. The same needs to be built into their technical proposal.

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15.	Page No: 34 Section 2. E, 21.1, Part B – Evaluation Criteria – A	Experience of completing at least two (2) projects of similar nature, each having contract value not less than INR 1 crore executed in last five (5) years.	In this regard, please clarify whether or not we need to furnish any documentary evidence for the same at this stage. If we do need any such documentary evidence, then please guide us as to what type of document out of the following three will suffice – (a) Work Order; (b) Receipt of Last Payment; (c) Completion Certificate?	Relevant contracts or work orders to be enclosed such as Project Description including Scope of Services, contract value, etc; Client references, Project Completion Certificates and any relevant supporting document.
16.	General	General	Given the duration and nature of the study, does the assignment requires the key experts to be stationed in Shillong for the entire duration of the study. Kindly provide clarification on the same	Please see response at Sl.1 above.
17.	Page No:32 - Section 2. Instructions to consultants, 17.7 & 17.9	The Proposals must be submitted no later than: Date: 4th March, 2021 Time: 1500 Hrs	Request if bid submission timeline might be extended by at least a week post release of pre bid clarification to allow the consultant time to prepare a comprehensive bid response considering the complex nature and size of the project.	<b>PLEASE REFER TO THE ADDENDUM</b>
18.	Page No:33 Section 2 .ITC. E. Data Sheet, clause 2.1 Part A: Mandatory Criteria	1. The firm should be a legally registered firm having atleast 5 years' experience in the business of providing similar nature consultancy services in Health Sector  2. The firm must have a minimum of 5 years of continuous experience of working in the development sector	We are a start-up registered under Startup India-DIPP Programs by the Government of India. The company came into existence in February 2017. Are we eligible to apply for the tender?	The mandatory criteria is clear and hence must meet the mentioned requirements to qualify for the next level.  <b>PLEASE REFER TO THE ADDENDUM</b>

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		<p>(especially health and nutrition) and documentation at the state and national level.</p> <p>3. The firm should have an average annual turnover of at least INR 50 lakhs in the last three financial years</p> <p><i>[Notes to Consultant]:</i> In case of Joint Venture, each partner should meet at least 25% (and the lead partner at least 50%) out of the qualifying limit in case of experience of particular consultancy and financial turnover.</p>		
19.	Page No:35 Section 2. ITC. E. Data Sheet, clause 2.1 Part B: Evaluation Criteria	Position K-3 Design and documentation Social Media Expert Relevant experience in the northeast region (working level fluency in local language(s)/knowledge of local culture or administrative system, government organization, etc.): 15%	We run our flagship program called 'Bharat WashED' - a school transformation program - and the focus area for us in the North-Eastern states of India. We have local representatives and expertise which have knowledge of the local culture and fluency in local language as well	Kindly propose accordingly.  <b>PLEASE REFER TO THE ADDENDUM</b>
20.	General	(Population size is total number of people benefited from the intervention/programme or total number of beneficiaries.)	Can we get the population size* from which we can take out correct sample and quote the financial proposal. Or if the sample size is predetermined by the authorities.	The total population size is the state's population. Suggested beneficiaries can be worked out by agency as per their previous experiences of developing similar communication strategies.

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21.	General	General	Do we need to provide separate proposals for each study under the tender?	Yes

**KINDLY NOTE THAT NO FURTHER QUERIES WILL BE ENTERTAINED AFTER THE ISSUE OF THIS DOCUMENT**

**Sd/-**  
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**Project Director, MHSSP**  
**Department of Health & Family Welfare**