

प्रेषक,

निदेशक

पंचायतीराज, उत्तर प्रदेश ।

सेवा में,

मै० सेम्फल कम्युनिकेशन

लखनऊ ।

संख्या: ५/ १०३४ /२०१७/ १३४ /२०१७/

लखनऊ दिनांक: २७ अक्टूबर, २०१७

विषय: स्वच्छ भारत मिशन (ग्रामीण) के अंतर्गत पंचायतीराज विभाग में स्वच्छता रथ (एल०ईडी० वीडियो वैन) एजेंसियों के चयन हेतु आमंत्रित सार्वजनिक सूचना को प्रकाशित किये जाने के सम्बन्ध में ।

महोदय,

उपर्युक्त विषय को ओर आपका ध्यान आकृष्ट कराते हुए अवगत कराना है कि स्वच्छ भारत मिशन (ग्रामीण) के अंतर्गत ग्रामों में स्वच्छता रथ (एल०ईडी० वीडियो वैन) एजेंसियों का संचालन किया जाना है । उक्त आयोजनों को संपन्न कराने हेतु विभिन्न एल०ईडी० वीडियो वैन एजेंसियों का चयन निर्धारित चयन प्रक्रिया के के माध्यम से किया जाना है ।

अतः संलग्न सार्वजनिक सूचना की ०१ हार्ड कॉपी एवं सॉफ्ट कॉपी संलग्न कर भेजते हुए अनुरोध है कि इस विज्ञप्ति का प्रकाशन डी०ए०बी०पी० दर पर दो दैनिक राष्ट्रीय समाचार पत्रों क्रमशः दैनिक जागरण एवं अमर उजाला में कराने का कष्ट करें ।

भवदीय



(विजय किरण आनन्द)

मिशन निदेशक

स्वच्छ भारत मिशन (ग्रामीण)

कार्यालय मिशन निदेशक, स्वच्छ भारत मिशन (ग्रामीण), उत्तर प्रदेश

लोहिया भवन, राज्य स्तरीय पंचायत भवन

एवं प्रशिक्षण केंद्र, अलीगंज, लखनऊ

पत्रांक: ५/2038/2016-५/138/2016-SBMG

लखनऊ दिनांक: 27 अक्टूबर, 2016

सार्वजनिक सूचना

इस विज्ञापन के माध्यम से सूचना एवं जनसंपर्क विभाग, उ०प्र० में पंजीकृत लगभग 62 एल०ई०डी० वीडियो वैन एजेंसियों, जिनका विवरण वेबसाइट panchayatiraj.up.nic.in पर उपलब्ध है, को सूचित किया जाता है कि स्वच्छ भारत मिशन (ग्रामीण) के अंतर्गत ग्रामों को खुले में शौच से मुक्त बनाने की दिशा में प्रचार-प्रसार हेतु स्वच्छता रथ (एल०ई०डी० वीडियो वैन) जनपद के ग्रामीण क्षेत्रों में संचालित किये जाने हेतु उनके प्रस्ताव आमंत्रित किये जाते हैं। इसके सम्बन्ध में Concept Note, अहर्ताएं एवं कार्यक्रम की रूपरेखा, इत्यादि panchayatiraj.up.nic.in पर उपलब्ध हैं। इससे सम्बंधित प्रस्ताव व सम्बन्धी दस्तावेज दिनांक ८ नवम्बर, 2016 तक कार्यालय मिशन निदेशक, स्वच्छ भारत मिशन (ग्रामीण), उत्तर प्रदेश तृतीय तल, लोहिया भवन, राज्य स्तरीय पंचायत भवन एवं प्रशिक्षण केंद्र, अलीगंज, लखनऊ में दिनांक 06 नवम्बर, 2016 को सांय ५ बजे तक उपलब्ध कराने का कष्ट करें। किसी भी जानकारी अथवा जिज्ञासा हेतु श्री संजय सिंह चौहान मो० 8392920032 एवं श्री अनिरुद्ध गुप्ता मो० 9634688058 से वार्ता की जा सकती है।

(विजय किरण आनन्द)

मिशन निदेशक

स्वच्छ भारत मिशन (ग्रामीण)

Concept Note - Swachhata Rath (LED Video Van)

Swachh Bharat Mission (Gramin) is a registered body running under the aegis of Department of Panchayati Raj, Government of Uttar Pradesh. The core objective of SBM(G) is to improve the sanitation standards in the rural areas and making all the villages free from open defecation. To enhance the success of the movement and to bring every stakeholder towards the national cause, Community led total sanitation (CLTS) approach has been successfully adopted & implemented in the state to make the villages open defecation free (ODF). Uttar Pradesh has been progressing at an immense rate with the success of this approach. Various capacity building and training programs were organized to empower, train and deploy swachhagrahis, masons, state resource groups, district resource groups etc. To achieve such a herculean task at hand, more manpower, district project coordinators, block coordinators are being continuously involved in the mission in all the districts. Major events have also been organized in the last few months and many such events have been planned in near future.

The state has decided to declare all villages free from open defecation by 2nd October 2018, thus, keeping in view the effect of running Swachhata-Raths in the first phase for 37 districts, it is proposed to run Swachhata-Rath in remaining 38 districts too. Following is the concept note for selection of the agencies to deploy:

Eligibility criteria and selection process of agency

1.1 Eligibility Criteria:

- The agency should be a registered legal entity and possess relevant expertise and creative personnel as well as required infrastructure.
- The agency should have been in the business for a minimum period of **3 years** at the time of application in this Sector.
- It should have a minimum **annual turnover of Rs. Two crore** during last 3 years.
- Submit audited **balance sheet for last 3 years**
- The agency should not be blacklisted at any point of time by Central/State Govt./Public Sector undertaking from notary
- The agency should have capabilities of delivering campaign focussed on rural areas and the personnel/Van Supervisor must have knowledge of Hindi language.
- In-house capacity of deploying a professional with adequate experience of managing and reporting of the activities conducted.
- The agency either shall have at least one their own vehicles and for rest of the vehicles must submit the pledge certificate allowing usage of vehicles for the activity along with registration book contact with the vehicle owners
- The agency shall have proper and active GPS tracking system

1.2 : Supporting Proofs and Documents to be submitted

- Registration certificate of the Vehicles going to be deployed. The agency either shall have at least one own vehicle
- Audited balance sheet of last 3 financial years
- Empanelled certificate of I&PR Deptt.
- Work order/Completion certificate with client reference for at least last 3 years
- PAN Number & GST Registration number

N.B: Failing to submit requisite supporting documents or documentary evidence may lead to rejection of the proposal

Requirements for the Swachhata Rath (LED Video Van)

The IEC van to be deployed must be beautifully designed having attractive pictures, slogans and messages on sanitation. It should contain the following things like:

- Audio video system with all accessories
- Flex banners for decorating the van (Standardised creative to be supplied by state having logo of SBM(G) and State Swachhata Mission)
- Posters, brochure, toilet pocket book, and leaflets
- Pen-drive/soft copies of films on Sanitation
- Generator set/Inverter
- Removable kiosk: This will contain a kiosk which can be set in minutes and contains all IEC materials related to sanitation and can be an information gathering centre on SBM (G)
- Set of questions on sanitation & hygiene for making quiz on the spot
- Small gifts for the winners of quiz (that will create a buzz)

Scope of work & deliverables: (To carry out Outreach campaign via branded Mobile van)

Components of Branded Mobile Van Unit:

- ✚ One branded vehicle
- ✚ AV equipments-LCD TV, Projector and Sound system
- ✚ PA system: Two microphones, one amplifier, one horn fitted on top of the van
- ✚ Generator set/Inverter
- ✚ Kiosk (6' x 6'x7' with one table & chair)
- ✚ Publicity materials (leaflets, brochures, posters, banners, pocket book, standees)
- ✚ Team of trained manpower (two Swachhatagrahi for explaining the people about the programme) excluding driver and other team member
- ✚ Nukkad Natak team
- ✚ Interactive game/Quiz competition on Sanitation & hygiene
- ✚ Prize for the winners of Quiz competition
- ✚ Volunteer registration facility and register for feedback collection

1.3 : Technical Bid:

- The agency shall explain understanding of the objectives of the project, approach and methodology for carrying out the activities and obtaining the expected output. Expertise and organisational experience in the area of conducting similar projects in rural areas
- Organisational experience of working in Govt./Semi Govt. sector
- The agency has to give a 5 minutes presentation on the activities conducted.

The Technical and Financial Bids of the agencies will be in two separate envelopes duly sealed. Once the Technical presentations are done, the selection committee of the mission will call only qualifying Agencies whose Financial Bids will be opened. The Selection committee reserves its right to negotiate with Agencies qualifying after the Technical evaluation based on the lowest financial quote received to empanel more than one Agency considering the Volume of work and spread of districts for this activity, as may be needed.

The agency has to submit a quality report including photographs and video clips of the programme to Mission Director, SBM(G) for record.

1.4 : Technical Bid format

Particulars
Agency's profile:
Technical Presentation: <ul style="list-style-type: none">• Understanding of Project Objective (SBM-G)• Approach & Methodology• Expertise and organisational experience
Projects completed by the agency (5 minutes presentation to be made)

1.5 : Financial Bid Format

Particulars	Cost (In Rs.)
• Cost of conducting activity at one location with one Mobile van unit on daily basis	
• Agency Fee	
Total cost	

N.B: Taxes shall be payable at the prevailing rate at the time of allocation of work.

1.6 : Terms and Conditions:

- The agency shall not assign the project to any other agency in whole or part to perform its obligation under the contract without prior consent of State Mission.
- Payment to the agency will be made to the agency after completion of the programme and submission of bills, relevant documents, photographs, video clips
- If during execution of the project following problems were found, then a penalty of 2-3% of the contract value to be deducted from the final payment. (Like- quality and quality of deliverable not upto mark, delay in deliverable, the work is not completed as assigned etc.)

Note:

For any further information (if any), please contact to Sri Sanjay Singh Chauhan, State Consultant, IEC, SBM(G), Govt. of Panchayati Raj, U.P. Contact no: 8392920032

Concept Note- Use of Swachhata-Rath for widespread Awareness

Introduction

Providing universal access to quality sanitation has become a priority for the State Government. Soon after the launch of Swachh Bharat Mission by Union Government in 2014, the Govt. of UP has also taken it seriously and leaving no stones unturned to achieve the goal of ODF State by end of October 2018. More and more thrust is given for not meeting the target of toilet construction rather "Open Defecation Free" villages/GPs/Block

& districts. Lots of effort is taken by the state to bring a positive change in the behavior of the community through focus on Community Led Total Sanitation approach. In spite of that there is a need for exploring other methods of communication that can reach to community as a whole in a very limited time. Because relevant study reveals that- isolated interventions focused on behavior change at individual level is not sufficiently effective in the long run. Rather a wide range of interventions and 360 degree approach of communication including Mass Media, Mid Media, Reminder Media and IPC at different levels for a certain period of time will be effective to raise awareness.

Rationale:

CLTS is one of the major community mobilisation communication approach widely adopted in all most all the districts. It focuses on pre triggering, triggering and follow up activities. But after triggering the community, some other activities like- Nukkad natak, public announcements, video shows, movement of IEC/Swachhata van for spreading the messages of sanitation, home visits etc. can add to the persuasive communication process. Some districts of the state have successfully used this medium for creating awareness. So the activity can be carried out in other districts to stimulate collective behavior change as well.

Objectives:

1. **Use different mediums of communication** to wide spread the desired message to a large no. of communities
2. Creating awareness through audio visual method for a **greater impact**
3. **Integration of CLTS with other communication approaches** for a comprehensive and persuasive message penetration
4. To **create recall value among target audience** regarding safe sanitation practices, its impact on health, usage of toilet and Solid & Liquid Waste Management

Requirements for the Swachhata-Rath

The IEC van to be deployed must be beautifully designed having attractive pictures, slogans and messages on sanitation. It should contain the following things like:

- Audio video system with all accessories
- Flex banners for decorating the van (Standardised creative to be supplied by state having logo of SBM(G) and State Swachhata Mission)
- Posters, brochure, toilet pocket book, and leaflets
- Pen-drive/soft copies of films on Sanitation
- Generator set/Inverter
- Removable kiosk: This will contain a kiosk which can be set in minutes and contains all IEC materials related to sanitation and can be an information gathering centre on SBM (G)
- Set of questions on sanitation & hygiene for making quiz on the spot
- Small gifts for the winners of quiz (that will create a buzz)

Process of deploying the Swachhata-Rath

- There will be **one IEC van to be deployed in each district (at least for one month)**. It will move to different villages in a planned manner. After assessment of its effectiveness and impact, it may be continued further.
- The vendor has to provide the audio & video (LED TV) accessories required in the IEC van. The soft copy of the creative will be supplied by the state.

- Every day, the van will cover atleast one villages of a GP. The total duration of the programme will be for 2-3 hours like- public announcement, meeting with community member/FGD, quiz competition & prize distribution, distribution of leaflet, Nukkad Natak, video show in the evening etc.
- Two trained persons/motivators/officials having knowledge and communication skill will be engaged in that van. When the van reaches a village, the motivator/concerned official s will gather community members, discuss with people about related issues, construction & usage of toilets, SLWM, environment cleanliness, hand washing practice etc. A fixed honorarium for the Swachhagrahis to be finalised and paid on daily basis.
- The Swachhata Van should be well decorated with good quality flex (with frame). The one side & back side of the van will be covered with designed flex, slogans and messages on sanitation & hygiene. The inside space of the van can be decorated as well as utilized to install the LED TV. A model toilet can also be placed in that space. The front side of the van must be covered with the name of the programme (Swachh Bharat Mission-G) and District Mission.
- Sufficient nos. of leaflets must be printed and distributed among the villagers during the visit of Swachhata van to a village. In the day time, the Van must touch every corner of the village and the Swachhagrahis will try to interact with the people present there.
- In the evening the AV van must stay in a comparatively populated village and the film on water & sanitation to be screened. Prior to the screening of the film, proper announcement must be made to gather more people. After screening of the film, the feedback of some villagers and their signature in a register should be taken as a proof.
- The services of good cultural groups can also be used for performing **Nukkad Natak** in the villages during the movement of Swachhata van.
- The winners of the quiz competition to be rewarded after the video show.
- A monthly plan alongwith route chart of the van must be prepared in advance and the same to be shared with the persons moving with the AV van as well as other officers for monitoring.
- A log book must be maintained on daily basis and the consumption of fuel must be monitored by Block Co-ordinator/Block level responsible officer.
- To assess effectiveness of the activity, the monitoring responsibility must be shared among the DPC/Consultant/ADPRO/Nodal Officer. The movement register of the AV van should be checked from time to time. A detail monitoring mechanism will be developed.
- After completion of one month, the report along with some photographs must be sent to State Mission for record. Any innovative thing/ observations during the movement of Swachhata van should be documented.

Scope of work & deliverables: (To carry out Outreach campaign via branded Mobile van)

Components of Branded Mobile Van Unit:

- ↓ One branded vehicle
- ↓ AV equipments-LCD TV, Sound system
- ↓ PA system: Two microphones, one amplifier, one horn fitted on top of the van

- ↓ Generator set/Inverter
- ↓ Kiosk (6' x 6'x7' with one table & chair)
- ↓ Publicity materials (leaflets, brochures, posters, banners, pocket book, standees)
- ↓ Team of trained manpower (two Swachhatagrahi for explaining the people about the programme) excluding driver and other team member
- ↓ Nukkad Natak team/Magic show/Puppet show (to be done separately)
- ↓ Interactive game/Quiz competition on Sanitation & hygiene
- ↓ Prize for the winners of Quiz competition
- ↓ Volunteer registration facility and register for feedback collection

Selection process of the agency:

Only the empanelled agencies of I&PR Deptt. designated for the work will be invited.

- The empanelled agencies will be invited through Deptt. of I&PR.
- The date of the meeting will be decided by Mission Director, SBM
- A Committee will be formed to scrutinise and evaluate the proposals submitted by the agency.
- The agency is required to make a 5 minutes presentation about its profile and experience of doing similar work in rural/semi urban field
- The documents submitted by the agency will be verified by the committee.
- On the basis of technical score obtained by the agency, financial bid will be opened.
- A minimum score of ----- should be obtained by the agency to become technically eligible.
- The final selection will be done on the basis of 70:30 weightage. (technical & financial respectively)

Composition of the Proposal Evaluation Committee:

1. Sri Vijay Kiran Anand, Mission Director, SBM (G), Panchayti Raj - Chairperson
2. Sri Yogendra Katiyar, Deputy Director, SBM(G), P.R - Member Secretary
3. Sri A.K.Singh, State Advisor, SBM(G) - Member
4. Sri R K Tiwari, State Resource Person - Member
5. Sri Sanjay Singh Chauhan, State IEC Consultant, SBM(G),P.R - Member

Weight age for selection of the agency

Particulars	Score/marks for evaluation (maximum mark-100)
Agency's profile	40
Technical presentation	20
Projects completed by the agencies	30
Network of office/Physical presence	10
Total mark	100

Programme schedule during movement of Sanitation Van in districts

A well decorated video van with messages of Sanitation & hygiene will be moved across the district. The following activities will be conducted during the movement of Swachhata Van.

- Public Announcement for gathering people
- Discussion with people on sanitation (FGD)
- Quiz competition among the villagers/children
- Swachhata Geet by Motivator/Swachhagrahi (Evening)
- Video show on Sanitation (Video spots & short film)
- Award distribution to winners of Quiz
- Nukkad Natak on Sanitation & Hygiene
- Enchanting Swachhata Slogan & administering Swachhata Sapath

Time schedule:

Time	Activity	Responsibility
6.00 PM- 6.30 PM	Public Announcement / swachhata geet /Quiz	Staff of Video Van/Sanitation champion/Motivator
6.30 PM-7.30 PM	Video Show on Sanitation	Staff of Video Van
7.30 PM- 7.45 PM	Award distribution to winners of quiz	Through some local Natural leader/PRI leader
7.45 PM-8.45PM	Nukkad Natak on Sanitation & hygiene	Nukkad Natak team
8.45 PM- 9.00 PM	Swachhata slogan & administering Swachhata pledge	Motivator/Swachhagrahi/ Sanitation Champion in the village