

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

लोहिया भवन, राज्य स्तरीय पंचायत भवन

एवं प्रशिक्षण केंद्र, अलीगंज, लखनऊ

पत्रांक: ५/२०३७/२०१७-५/१०८/२०१६-SBMG

लखनऊ दिनांक: २७ अक्टूबर, २०१७

सार्वजनिक सूचना

इस विज्ञापन के माध्यम से सूचना एवं जनसंपर्क विभाग, उ०प्र० में पंजीकृत लगभग ११२ नुक्कड़ नाटक दलों, 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 नुक्कड़ नाटक कार्यक्रम जनपद के ग्रामीण क्षेत्रों में आयोजित 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 ६ नवम्बर, २०१७ 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 ०६ नवम्बर, २०१७ 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 8960902020 से वार्ता की जा सकती है।

(विजय किरण आनन्द)

मिशन निदेशक

स्वच्छ भारत मिशन (ग्रामीण)

Concept Note- Use of Nukkad Natak for 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 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 Nukkad Natak

The Nukkad Natak team to be deployed must be having attractive and effective scripts on sanitation. It should contain the following things like:

- Team leader and experienced artists as desired for given script related to swachhata
- Banner and relevant other visible items
- Posters, brochure and leaflets
- Generator set/Inverter
- Audio equipment as required, musical instruments as per the given in the script

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, SBMG
- A Committee will be formed to scrutinise and evaluate the proposals submitted by the agency.
- The agency is required to make a 10 minutes presentation about its profile and experience of doing similar work in rural area
- 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 60 should be obtained by the agency to become technically eligible.
- The final selection will be done as decided by the selection committee. (technical & financial respectively)

Composition of the Proposal Evaluation Committee:

1. Sri Vijay Kiran Anand, Mission Director, SBM (G), Panchayti Raj - Chairperson
2. Sri Yogendra Katihar, 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
Performance presentation	30
Projects completed by the agencies	30
Total mark	100

Concept Note - Nukkad Natak

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 professional team.
- The agency should have been in the business for a minimum period of **05 years at** the time of application.
- 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
- In-house capacity of deploying a professional with adequate experience of managing and reporting of the activities conducted.

1.2 : Supporting Proofs and Documents to be submitted

- Registration certificate indicating the category of the agency
- 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 05 years

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

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 10 minutes presentation on the activities conducted.

The final selection will be made by the selection committee formed for this purpose.

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 (10 minutes presentation to be made)

1.5 : Financial Bid Format

Particulars	Cost (In Rs.)
<ul style="list-style-type: none">• Cost of conducting Nukkad Natak of 3 hours as desired	
<ul style="list-style-type: none">• 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

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, Ms Saumya Pandy (8960902020) and Mr Anirudh Gupta (9634688058).