

Request for Proposal/ Quotation for Communication Vehicle

Terms of Reference for the Agency/organization for Awareness Campaign through Communication Vehicle under “Naubat Baja”

Jeevan Ashram Sanstha (registered under the Rajasthan Society Registration Act, 1958) is a non-Governmental organization based in Jaipur, Rajasthan. Since its inception in 2009, Jeevan Ashram Sanstha's (JAS) endeavor has been to work for the children, women and girls in vulnerable situations.

In order to reach out to adolescents and young people with social messages, an edutainment channel was launched under the support from an international agency. The initiative involves sensitizing various stakeholders on adolescent and gender related issues through contents which is disseminated through a missed call mobile strategy.

JAS is looking for interested organisation/agency who can manage an awareness campaign through communication vehicle for this large level edutainment and outreach programme in the districts. This vehicle is to be run in selected districts to disseminate the information about COVID-19 and welfare schemes related to adolescents, women, and youths.

Project Name: Popularizing the multi-district outreach activities to promote the edutainment channel to empower adolescents and young people (Naubat Baja)

RFP : Agency/organization for Awareness Campaign through Communication Vehicle

Location: Jaipur, Jodhpur, Ajmer or any other districts as per project need

Frequency of campaign: 3 and depending on the funds, the vehicles may be increased or decreased.

Duration: Till 31st December 2021

Nature of Position: Contractual Activity based

Reporting to: Project Manager

Required Specification of Communication Vehicle

1. The vendor needs to provide their own vehicle (TATA Ace or Mahindra Pick up, it includes L shape complete body pick-up rath) for promotion of Naubat Baja.
2. The vehicle should be equipped with AV equipment's (sound system, amplifier & 2 Big speakers, inverter battery, and LED of 5x3 ft.), Star fabrication, Gate & Bonnet vinyl, Flex Fabrication, L-Shape platform design and carpet.
3. The vendor also needs to provide one anchor, and a driver.
4. The vendor will provide Nukkad Natak team also.
5. The quality of the vehicle should be good, and should necessarily have license and other certificates (**Vehicle Fitness Certificate**, RC, tax paid certificates, Insurance etc)
6. All the toll tax, parking, and other charges will be bear by the vendor itself.
7. Branding over the Vehicle is taken care by the organization itself, also GPS will be provided by the organization.

Submission of the Cost

1. Per vehicle budget should be submitted for 30 days in a month. The cost should include driver and a support person. The vehicle cost should include refurbishment in terms of a campaign vehicle with flex posters on the different sides of the vehicle, LED TV, two big speakers and facilities to play jingles ,songs and messages
2. Per day 3-4 Gram panchayats in a district covering to a maximum of 110 to 120 Gram panchayats
3. Separate budget for 3 persons as part of Nukkad team

Key Responsibilities for Awareness Campaign through Communication vehicle

- Awareness campaign will be run for 30 days in a district.
- Communication Vehicle (CV) will cover 3-4 Gram panchayats per day in a block of a district.
- Contact will be established with the people of about 110 to 120 Gram panchayats in a month.
- Sensitization of the public on social issues and COVID-19 through street plays
- Promotion of various schemes of the health department, Department of Women and Child Development and Naubat Baja by distribution of IEC material i.e., pamphlets, stickers, posters, and LED display
- Printing of Naubat Baja number 7733959595 on public places through stencil in each gram panchayat.
- Daily reporting of activities done in covered Gram Panchayat through email and WhatsApp.
- Awareness campaign team will contact to Sarpanch and village level administration and take the signature on registration sheet.

Qualification and Skills Required:

- The agency or organization should have minimum of 3-4 years of experience in the area of promotion and awareness campaigns.
- The agency/organization should have an experienced team in community mobilization, anchoring and nukkad natak.
- Should have knowledge of spoken local (Rajasthani/Marwari) and Hindi language.
- Should have good communication skills.

Contact for submission-

- Interested agencies are requested to submit the quotation on the given mail id- jas26jobs@gmail.com
- Please visit <http://jeevanashramsanstha.org/tender.html> for more detail.
- Last date to submit the proposal/Quotation is **18th July 2021**.