

HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST
B-14A, IInd Floor, Sector 62, Noida,
Gautam Budh Nagar, Uttar Pradesh - 201307

Request for Proposal (RFP) for Translation of the creative materials into 13 regional languages under CSS- Sahyog Project

HLFPPT as a Sub Recipient for NACO Grant under the Global Fund implementing 'Community System Strengthening' Under Project Sahyog. The main objective of the program is to identify and build capacity of the communities, community organisations and network for their effective and meaningful involvement at all levels of planning implementation and evaluation at national, state & district level.

For the same, HLPPT invites sealed proposals for "Translation of the Creative Materials into 13 Regional languages under CSS- Sahyog Project" as per details, terms & Condition given below:

Terms and conditions

1. The agency can be an individual/HUF/ Association of Persons (AOP)/Society/Trust/Partnership firm/company incorporated under the laws of India.
2. No agency shall be entitled to submit more than one bid whether jointly or severally. If one does so, all bids wherein the agency has participated shall stand disqualified.
3. The agency shall bear all costs associated with the preparation and submission of bid.
4. The agency must have PAN (Permanent Account Number) and registered with GST and the document for the same is to be attached.
5. HLPPT reserves the right to accept /reject/ select one or more than one agency and to annul the bidding process any or all bids at any time prior to award of contract without thereby incurring any liability to the affected agency.
6. Schedule for **Translation of the Creative Materials into 13 Regional languages** will be provided by HLPPT at the beginning of the Work Order. In case of delay/ disruption of the activity implementation/execution, penalty will be levied.
7. HLPPT reserves the right to cancel the contract based on performance without assigning any reason thereof.
8. Evaluation of the bids will be done by competent committee from HLPPT.

Name & Signature of Authorized Signatory
Name & Seal of the Firm/ Agency
Address:
Telephone/ Fax

9. HLPPT shall without prejudice to its other remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 2.5% of the price of agreed unperformed service supply or performance, up to a maximum deduction of 20% of the contract Price. Once the maximum is reached, HLPPT may consider termination of the contract.
10. **Translation of the Creative Materials into 13 Regional languages** should be done as details provided by HLPPT Representative. In the event of award of contract/work order the agency shall be able to same work as per the schedule provided by HLPPT.
11. HLPPT management reserves the right to change (increase or reduce) the numbers/units as per its sole discretion and Project requirement.
12. **Documents required to release the payment:**
 - a. Bill / Invoice mentioning Permanent Account Number of Income Tax Department
 - b. Documentary proof of the deliverables as per work order.
 - c. Crossed /cancelled cheque of Bank Account for making payment through NEFT/RTGS.
13. Agencies that will be technically qualified would only be considered for opening of financial bids.
14. The agency should submit enclosed **Annexure - 1** duly seal & signed.
15. Technical Evaluation of the agencies would be done on the following basis-

1	Experience with HLPPT/Govt. Agency/NGO/Development Sector	20
2	Experience in similar type of Product	20
3	Annual Turnover - Financial Status of the agency.	30
4	Clientele.	20
5	Any other criteria as per discretion of Management.	10

Agency should submit the Technical bids as per details are placed in above table with enclosed Annexure-2: Technical Bid Format.

16. The RFP shall be evaluated strictly based on the substantive information/credentials/documentary evidences submitted by the agencies.
17. HLPPT Management Reserves the Right to award the work to more than one Agency as per requirement.
18. The agency needs to submit 'Technical & Financial Bid' in sealed envelopes by super scribing as **'Technical & Financial Proposal for Translation of the Creative Materials into 13 Regional languages under CSS- Sahyog Project'**.

Name & Signature of Authorized Signatory
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19. All the bid needs to be submitted by **5.00 pm on Date- 09th February 2023** at the following address:

Manager – Administration
Hindustan Latex Family Planning Promotion Trust (HLFPPT)
B-14A, IInd Floor,
Sector 62, Noida, Gautam Budh Nagar, Uttar Pradesh - 201307
Ph. 0120 - 4231060/61/62

20. Agencies would not be allowed to subcontract, partial/full of the work assigned to them. In such case the Management reserves the right to cancel the contract with the agency.
21. The rates quoted by the agency will be inclusive of all Taxes, other charges etc. Agency should submit the financial bid as per the **Annexure-3: Financial Bid Format**
22. **The rate quoted by the agency will be valid for upto six months from the submitted proposal / Work Order.**
23. HLPPT reserves the right to award the Work order to the second highest scoring agency in the event the first highest scoring agency backs out after final discussions.
24. Any technical and financial bid with inadequate information and those which do not meet the eligible criteria or received after the closing date & time will not be entertained and considered under any circumstances.
25. **The agency needs to sign and stamp all pages of the technical bids, financial bids along with the terms and conditions of RFP.**
26. The Agencies should also submit an undertaking (**Annexure-4**) duly signed & Stamped.
27. The contract may be terminated on breach of any of the clauses of this RFP.
28. HLPPT reserves the right to cancel the bid anytime without prior information/notice.
29. Service will be for Delhi location.

We agree and abide by all terms and conditions as mentioned above including the validity of the offer

Utmost confidentiality of the data provided shall be maintained.

Name & Signature of Authorized Signatory
Name & Seal of the Firm/ Agency
Address:
Telephone/ Fax

Annexure-1
Technical Bid Format
(To be filled, sign & stamp by Agency)

A

S.No	Particulars	Remarks	Work Experience
1	Experience with HLPPT/Govt. Agency/NGO/Development Sector	Yes/No	
2	Experience in similar Type of Product supply	Year	

B

S.No	Particulars	Last 3 Year		
		2019-2020	2020-2021	2021-2022
3	Annual Turnover/ITR			

C

S.No	Particulars	Top 5 Client List
4	Clientele List	

D

S. No.	Particulars	Details (GST & PAN No.)
5	PAN	
6	GST	

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Annexure- 2: Technical Bid Format

Location -: Delhi

	SPECIFICATION (TECHNICAL)	AGENCY'S REPOSE (Agreed /Disagreed)
1.	Translation of the Creative Materials into 13 Regional languages to be done according to the scope of work	
2.	The receipt of services to be submitted as proof along with invoice.	
3.	The agency is capable and agrees to complete the services within specified time as agreed upon otherwise penalty clause will be invoked.	
4.	Past experience of the agency in similar activity, as listed in this RFP. Please give details or provide list of clients to whom similar activity have been supplied.	
5.	Management reserves the right to award the Order to more than one agency (on the basis of quality consideration/experience of the agency) in addition to rates parameters.	
6.	Constitution of the agency whether Proprietor ship/Partnership/Company. Give details of Proprietor/ Partner/Directors.	
7.	For how many years the agency is engaged in similar line of activities.	
8.	Registration certificate with GST need to be submitted along with the technical quotation.	
9.	Penalty clauses will apply as per the company's policy, as per terms of the award of contract: the decision of the HLPPT/Project Management shall be final and binding in this regard.	
10.	The final price will remain valid for minimum six months from the submitted proposals /issue Work order.	

Please Note:-

- 1. Form must be completed in all respects; incomplete forms may liable to be rejected.**
- 2. The form must be duly signed and sealed by the Authorised signatory**
- 3. The form must be submitted on or before due date and time.**

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Hindustan Latex Family Planning Promotion Trust
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Annexure-3: Financial Bid Format

I am submitting below the lowest quotation for the above after understanding completely the technical specifications and other terms and conditions of the RFP.

SPECIFICATIONS (FINANCIAL)	
1.	Rates will be inclusive of all Taxes/other Charges etc.
2.	TDS as applicable will deduced as per Income Tax Act, 1961
3.	Payment will be made through cheque / NEFT/ RTGS.
4.	Duly Certified bills will be submitted after completion of works.
5.	Payment shall be made within 45 days after submission & delivery of goods
6.	Penalty clauses will apply as per the company's policy, as per terms of the award of contract/work order: the decision of the HLPPT/Project Management shall be final and binding in this regard.

Name & Signature of Authorized Signatory
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I am submitting below my lowest quotation for the above after understanding completely the technical specifications and other terms and conditions relating to time frame, quality as spelled out in the Bid document.

S.No.	Particulars	Specifications	Qty.	Unit Rate in Rs. (Inclusive Taxes)	Total Amt. (Inclusive Taxes)
1	TVC-Healthcare	<ul style="list-style-type: none"> • Translation, Dubbing and Editing • As per Annexure - 5 	13		
2	TVC-Educational		13		
3	TVC- Workspace		13		
4	TVC- Community		13		
5	Radio Jingles of 60 sec	<ul style="list-style-type: none"> • Translation, Dubbing and Editing • As per Annexure - 5 	13		
6	Info graphics	<ul style="list-style-type: none"> • Translation and Setting • As per Annexure - 5 	13		
7	Animated Gifs/ Info Motion Graphic		13		
8	Full Page Print Advertisement		13		
9	Half - Page Print Advertisemnet		13		
10	Poster		13		
11	Leaflets		13		
12	Designing & Adaptions into Hoarding, Standee, Panel, wall Writing		13		

Important Note-

- Service to be done according to the schedule approved by HLPPT
- The quoted rates shall be valid for upto six months from the submitted proposal / issue of work order.
- Above Cost should include all kind of charges along with taxes.

Name & Signature of Authorized Signatory
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Annexure -4 Undertaking from Vendor

This has reference to the RFP datedIn response to the RFP, we have submitted our technical & financial bids on..... at your office In connection with the above bids, we hereby declare as under:-

- i- That we are neither related to any of your Trustees, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.
- ii- That we have submitted the bids in the name of M/S... and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.
- iii- We hereby undertakes that in case of any violations to the above declarations at any stage of the contract, HLFPT reserves the sole right to cancel the contract and recover the full value of the contract from us.

Name & Signature of Authorized Signatory
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Annexure – 5 (Scope of Work)

Background –

NACO launched the campaign #AbNahiChalega – which addressed HIV-related stigma and discrimination. The entire campaign had a series of materials developed in Hindi which were focused on 4 settings, i.e.

1. Discrimination in family and community settings

HIV-related stigma and discrimination has profound effects on the family system. In addition, it poses a serious problem to PLHIV and their immediate family members as judgement and constant scrutiny from relatives, community members and other social institutions can be one of the worst personal struggles that they have to deal with. The HIV status often puts the spouses, children and family of the infected person exposed to stigmatisation often compromising the family support particularly required at these initial stages for the PLHIV to cope with. The family members are forced to limit their social interactions with relatives, friends and community members to look after the HIV patient at home. People living with HIV conceal their HIV status often risking their health conditions and also accessing treatment services. Children become the unwarranted targets of neglect as adult caregivers are forced to give much time and attention to the PLHIV. Families also face financial difficulties adversely affecting their economic situations often incurring debts owing the expenses of treatment, travel and food.

2. Discrimination in educational settings

Stigma and discrimination in education settings can have a profound impact on school retention, self-image and self-stigma, and can exacerbate vulnerability to HIV. Gender non-conforming and non-binary young people are particularly vulnerable to violence and bullying at school. Children and young people living with HIV may drop out of school or be excluded altogether. The stigmatized person becomes laden with intense disabling feelings of anguish, shame, dejection, self-doubt, guilt, self-blame and inferiority. They may perform poorly and leave school with little gained. Teachers living with HIV are also subject to stigma and discrimination in education settings.

3. Discrimination in workplace settings

The workplace setting is a very important environment where issues of stigma and discrimination are detrimental to the majority of those infected as they are in their prime productive period. People living with HIV have higher unemployment rates and face lack of access to work which increases the vulnerability of people living with HIV and affected communities. Confidentiality of HIV status, including loss of confidentiality as a result of mandatory testing, remains a central workplace issue.

4. Discrimination in Healthcare Setting

Stigma and discrimination in the Healthcare Setting acts as a powerful barrier to access healthcare as it inhibits HIV testing and disclosure of HIV status. It hampers people accessing quality healthcare. Healthcare is a right, not a privilege, and no discrimination should be prevalent in Healthcare Settings.

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Scope of Work:

As a part of the above-mentioned campaign, a series of materials on various setting of HIV-related Stigma and Discrimination been produced in Hindi. We intend to hire the services of a creative agency to translate these materials into 13 languages of Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri for wider dissemination & effective implementation.

- Translate the script of the videos & content of IEC material to the specified regional languages.
- Record the voice over in the specified languages & dub the videos
- Edit the final video products to adapt and sync the VO in regional languages
- Add English subtitles to all translated versions of video films
- Re-design & edit the IEC material with proper layout, formatting & proof- reading.

Specifications of the products are as below:

S.No.	Media	Deliverables	Number of Products
1	TV	TVCs of 60 sec. (Masters) Qty - 4	Will be shared with the agency
		Edits of 40 sec duration Qty - 4	Will be shared with the agency
		Language Adaptation for 60 sec TVC	13 languages (Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri) Total = 04*13 = 52 adaptations
		Language Adaptation of TVC edits of 40 sec durations	Total = 04*13 = 52 adaptations
2	Radio	Radio Jingles of 60 sec (Master) Qty - 4	Will be shared with the Agency
		Edit of 40 sec duration Qty - 4	Will be shared with the agency
		Language adaptation for 60 sec of Jingles	13 languages (Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri)
			Total = 04*13 = 52 adaptations
		Language adaptations of jingles edits of 40 sec durations	Total = 04*13 = 52 adaptations
3	Internet	Infographics Qty - 10 Will be shared with the agency	10 Infographics in 13 language (Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri) Total = 10 * 13 = 130

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		Animated Gifs/Info-motion-graphics Qty - 10 Will be shared with the agency	10 GIFs in 13 language Total = 10x13 = 130
4	Print	Full Page print advertisement Black and White and coloured Qty- 1 Will be shared with the agency	Total = 13
		Half Page print advertisement Black and White and coloured Qty - 1 Will be shared with the agency	Total = 13
		Posters Qty - 4 Will be shared with the agency	04 Posters in 13 language (Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri) Total = 04 * 13 = 52
		Leaflets Qty - 1 Will be shared with the agency	01 leaflet in 13 language (Bangla, Gujarati, Marathi, Odia, Punjabi, Tamil, Telugu, Assamese, Kannada, Malayalam, English, Nagamese, Manipuri) Total = 13
5	Outdoor	Adaptation of develop product in the form of Hoarding, Standee, Panel, Wall Writing, Backdrops / Banners Qty - 1 Will be shared with the agency	Total 13

Eligibility Criteria:

- Agency background: previously worked on a similar type of projects, will be preferred.
- Experience in social communications with preference on health – preferably in HIV/AIDS, reproductive health and social marketing.

Proposal format:

- Methodology & Approach
- Work plan along with Timeline
- Agency Background and profile
- Working experience in the health and HIV sector

Name & Signature of Authorized Signatory

Name & Seal of the Firm/ Agency

Address:

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