

मीना कैम्पेन "खुशियों के सपने बुनो, बाल विवाह नहीं शिक्षा चुनो"
(एलईडी वीडियो वैन हेतु)

समग्र शिक्षा अभियान के अंतर्गत वार्षिक कार्ययोजना एवं बजट 2019-20 में भारत सरकार द्वारा बालिकाओं की शिक्षा एवं सशक्तिकरण के लिए विभिन्न गतिविधियाँ स्वीकृत हैं। तत्क्रम में समुदाय को शिक्षा के प्रति जागरूक करने, बालिका शिक्षा के महत्व के बारे में जन सामान्य को अवगत कराने तथा मीना मंच को और सशक्त बनाने के उद्देश्य से प्रदेश में प्रचार-प्रसार हेतु मीना कैम्पेन आयोजित किया जाना है। कैम्पेन की विषय वस्तु- "खुशियों के सपने बुनो बाल विवाह नहीं शिक्षा चुनो " है, जिसका मुख्य उद्देश्य कक्षा 5 तथा 8 पास बालिकाओं के शाला त्याग की प्रवृत्ति को समाप्त करना एवं बाल विवाह की रोकथाम करना है। इस कार्यक्रम के व्यापक जागरूकता के लिए राज्य के समस्त 75 जिलों में कैम्पेन किया जायेगा। तत्क्रम में गुणात्मक वीडियो वैन प्रदान करने के लिए पांच एजेंसियों को उचित प्रक्रिया के माध्यम से अधिकृत किया जायेगा।

मीना कैम्पेन के क्रियान्वयन के लिए सूचना एवं जनसंपर्क विभाग, उ०प्र० में पंजीकृत एल०ई०डी० वीडियो वैन एजेंसियों से समग्र शिक्षा अभियान के अंतर्गत मीना कैम्पेन विषय पर आधारित बालिका शिक्षा के प्रचार-प्रसार, बाल विवाह की रोकथाम, मिड डे मील तथा प्रेरणा प्रणाली एवं आपरेशन कायाकल्प विषय पर सामुदायिक जागरूकता के लिए एल०ई०डी० वीडियो वैन का समस्त जनपदों के ग्रामीण/नगर क्षेत्रों में संचालित किये जाने हेतु उनके प्रस्ताव आमंत्रित किये जाते हैं। इसके सम्बन्ध में Concept Note व अन्य अर्हताएं एवं कार्यक्रम की रूपरेखा, इत्यादि परियोजना की वेबसाइट <http://www.upefa.com>, <http://www.prenaup.in>, <http://www.upmdm.org> पर उपलब्ध हैं। इच्छुक अर्हताधारी एजेंसियां अपने प्रस्ताव व Concept Note में उल्लिखित अर्हताएं तथा अन्य सम्बन्धी दस्तावेज/साक्ष्य 14 दिनों के अंदर दिनांक 18 नवम्बर, 2019 को 12 बजे तक समग्र शिक्षा अभियान, विद्या भवन, निशातगंज लखनऊ में प्रथम तल पर रखे हुये ड्रॉप बाक्स के माध्यम से उपलब्ध कराने का कष्ट करें। आवेदन समस्त संस्थाओं के समक्ष समिति द्वारा सायं 5 बजे खोले जायेंगे।

वित्त नियंत्रक
मिड-डे-मील

Concept Note - Meena Campaign(LED Video Van)

Theme: "khushiyokesapnebuno, Balviva nahishikshachuno"

Background and Purpose:

Conceived in 1990s to be a mascot for gender and rights of children, Meena has evolved into an adored friend in the schools of Uttar Pradesh. Loved alike by girls and boys, Meena takes up issues such as girl education, early marriage, unequal food and work load, while entertaining at the same time. Through Meena, children recognize their own experiences and find their own voices.

From 700 upper primary schools in 2002, the Education Department of the Government of Uttar Pradesh scaled up Meena Manch to over 45,625 upper primary schools, 746 Kasturba Gandhi Balika Vidyalaya's (Girls schools) and 113289 Primary schools throughout the state.

These Manches have been successful not only in enrolling out of school girls, but also helped in improving attendance and reducing drop-out through community participation. These platforms are an effective tool for mobilizing community in favour of girls' education. In addition, it also provides children a platform to voice their opinion and concern on issues which affect them.

To further increase awareness in the community regarding the importance of girls' education and end child marriage, Samagra Shiksha Abhiyan (SSA) and Mid-Day Meal Authority (MDMA) have jointly initiated a Meena Campaign in the state. The theme of the campaign is '*khushiyokesapnebuno, Balviva nahishikshachuno*'

The campaign will be flagged off in all 75 districts of the state.

In order to provide and identify qualitative video vans, a stringent bidding process has to be done, five different agencies for providing 25 qualitative vans (5 each) will be finalised by following proper process; by calling the empanelled agencies with Information and Public Relation Department, this bid will be structured in a way to highlight the strengths of the agencies by evaluating their profile document in the technical evaluation.

The vans will be engaged for 3 months, 1 month in each district, 3 districts will be covered by each van, approximately spending 3 days in each block, 4 shows per day of 2 hours each. Route plan will be decided by district administration. After eligibility criteria evaluation, shortlisted agencies will only be called for technical assessment. The total score and their impact will allow the process to issue work order to all 5 competitive agencies empanelled by Information and Public Relation Department. All the agencies will have to get their vehicles physically inspected by the relevant authorities of the department before they sign the work order.

Different agencies are required to provide the vans and work in harmony, so as to;

- a) Maintain a healthy competitiveness
- b) Reduce work load and risk on one agency
- c) Compare the quality of the deliverables and provide feedback as learnings to improve the scale of quality and match the timelines of the assignment.

Objectives:

1. Use of various mediums of communication to spread the desired message to the community members and parents.
2. Awareness creation through audio visual means for a greater impact
3. Integration of meenacommunication initiative with other communication approaches for a comprehensive and persuasive message penetration.
4. To create recall value among target audience regarding early marriage, education, and its impact.
5. Importance of focus on quality education and learning outcomes.
6. MDM related activities.

Eligibility Criteria:

Essential -

- The agency should be a registered legal entity and possess relevant expertise and creative personnel as well as required infrastructure.
- All the agencies should be empanelled agencies with Information and Public Relation department,
- 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 crores during the last 3 years, which should be supported by 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.
- 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 their own vehicles or if not then must submit the pledge certificate allowing usage of vehicles for the activity along with registration book contact with the vehicle owners

Supporting Proofs and Documents to be submitted

- Registration certificate indicating the category of the agency
- Audited balance sheet of last 3 financial years
- Certificate of empanelled with Information and Public Relation Department, GoUP.
- Details of van registration/pledge certificate
- Work order/Completion certificate with client reference for at least last 3 years
- PAN number and GST registration number

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

Requirements for the Meena Campaign (LED Video Van)

The LED vans must be beautifully designed having attractive pictures, slogans and messages on education. It should contain the following things like:

- Audio video system with all accessories(inbuilt LED screen)
- Flex banners for decorating the van (standardised creatives will be provided by SSA)
- Posters and leaflets (material and published leaflets will be provided by SSA)
- Facility to display films on girls' education, early marriage, regular attendance, MDM, PRERNA etc. (Films will be provided by SSA/ MDMA)
- Generator set/Inverter

- Removable kiosk: This will contain a kiosk which can be set in minutes and contain all IEC materials related to education and can be an information gathering centre on SSA and MDM
- Set of questions on girls' education, early marriage, regular attendance, MDM and PRERNA for making quiz on the spot (questions will be provided by SSA)
- Small gifts for the winners of quiz (that will create a buzz) (will be provided by SSA)
- GPS tracking system

Process of deploying the LED video Van

- LED video vans will be deployed in 75 districts and 880 blocks of Uttar Pradesh. It will move to different district and blocks in a planned manner.
- The vendor must provide the audio & video (inbuilt LED screen) accessories required in the van. The video van should be well decorated with excellent quality flex (with frame). All the sides of the van will be covered with designed flex, slogans and messages provided by SSA. The inside space of the van can be decorated as well as utilized to install the LED screen. The front side of the van must be covered with the name of the programme. (Content and creatives will be provided by SSA/MDMA.)
- Every day, the van will cover at least 4 places. The total duration of the programme will be for 2 hours which will include- public announcement, meeting with community members/FGD, quiz competitions & prize distribution, distribution of leaflets, Nukkad Natak, video shows, pledging, feed-back etc.
- One nodal person /teacher/BEO/ DC having knowledge of meena campaign will be nominated by the BSA who will facilitate the program at the local level. When the van reaches the block, the nodal person /teacher/BEO/ DC will coordinate and facilitate discussion with people about the campaign related issues and themes.
- Leaflets will be distributed among the audiences during the show.
- In the evening, the vans must stay in a comparatively populated area and films on campaign-based theme to be screened. Prior to the screening of the film, proper announcement must be made to gather more people. After screening of the films, the feedback of some audience and their signature in a register should be taken as proof.
- The services of good cultural groups will also be used for performing Nukkad Natak during the movement of the video van. Nukkad Natak team will be hired from empanelled agency in Information Department. Content of the natak will be provided by SSA/MDMA.
- The quiz competition will be conducted during the show and winners will be rewarded after the video show. Questions will be provided by SSA.
- A monthly plan along with 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 deputed by SSA.
- To assess effectiveness of the activity, the monitoring responsibility must be shared among the State office/ BSA/BEO/district coordinator/Nodal Officer. The movement register of the AV van should be checked from time to time. A detail monitoring mechanism will be developed by SSA/MDM.
- After completion of one month, the report along with high resolution photographs must be sent to State office for record. Any innovative thing/ observations during the movement of van should be documented.
- The agency must submit a quality report including photographs and video clips of the programme to Project Director, SSA for record.
- The agency will also provide user login ID for GPS tracking and submit detailed GPS based location report every week to SSA/MDM.

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

Components of Branded LED video Van Unit:

- One branded vehicle
- AV equipments-inbuilt LED screen, 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, posters etc will be provided by SSA)
- Team of trained manpower (Two persons for explaining the programme to the community) excluding driver and other team members
- Quiz competition focussed on Meena campaign themes.
- Prize for the winners of the quiz competition (Provided by SSA)
- Volunteer registration facility and register for feedback collection
- GPS tracking system

Selection process of the agency:

- Only the empanelled agencies of Information and Public Relation Deptt. Of UP designated for the work will be invited.
- A committee is 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, though it will not be scored, but this will provide a fair idea of the capacity of the agencies
- The documents submitted by the agency will be verified by the committee.
- 5 agencies with highest marks scored on the evaluation & which have at least 5 vehicles will be selected.

Technical Bid:

- The agency shall explain its understanding of the objectives of the project, approach and methodology for carrying out the activities and obtaining the expected outputs. 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, though it will not be scored, but this will provide a fair idea of the capacity of the agencies.
- The agency will be ranked on the basis of total score on weightage of technical score.
- A contract may be done with the selected agencies.

Evaluation of proposals

1. Following closure of the bid, proposals will be evaluated by a SSA/MDM evaluation team to assess its merits. The evaluation will be restricted to the contents of the proposals, bidder profile, relevant experience, client list, financial status and price proposal.
2. A 2-stage procedure will be followed in evaluating proposals, with evaluation of the documents and technical proposal.
3. Technical Proposals will be evaluated on the basis of their responsiveness to the terms of reference, applying the evaluation criteria and the point system specified in Annex-A. Each

Technical Proposal will be given a technical score. Technical Proposals receiving the minimum qualifying points or higher, will be considered technically responsive Proposals which are considered non-technically compliant and non-responsive, will not be given further consideration.

4. Proposals will be ranked according to their technical scores and the shortlisted bidders may be invited for negotiations.
5. From the time the proposals are opened to the time the contract is awarded, bidders shall not contact SSA and MDMA on any matter and any attempt to influence SSA and MDMA in its evaluation of the proposals and award recommendation, may result in rejection of the proposal.

Weightage for selection of the agency ANNEX A

CATEGORY	MAX. POINTS
MANDATORY REQUIREMENTS (for PASS OR FAIL)	Pass/Fail
<p>1. OVERALL RESPONSE</p> <p>*Understanding of scope, objectives and completeness of response;</p> <p>*To what degree does the Offeror understand the task and have proposed offer? (20)</p> <p>This will be an overall evaluation of the submitted proposal</p> <p>*Have the important aspects of the task been addressed in sufficient detail? (20)</p> <p>This will be reviewed in accordance to the above-mentioned point</p>	40
<p>2. METHODOLOGY</p> <p>*How feasible is the proposed approach and methodology;</p> <p>*Are there elaborate suggested methods / techniques to meet the objectives of the terms of reference.</p> <p>*How is the quality of proposed implementation plan, i.e. how the bidder will undertake each task, is/are person/s assigned for each task, quality assurance mechanisms for this assignment, and time-schedules for implementation;</p> <p>*Risk assessment - recognition of the risks/peripheral problems and methods to prevent and manage risks/peripheral problems.</p>	20
<p>3. PROPOSED TEAM and ORGANISATIONAL CAPACITY</p> <p>* Team leader: Relevant experience, qualifications, and time proposed for the assignment; (5)</p> <p>* Team members - Relevant experience, skills & competencies; role assigned to the team members and time to be spent. (5)</p> <p>* Organization of the team and roles & responsibilities; Participation and roles of relevant subject specialists/experts on</p>	40

<p>the team (5)</p> <p>* Previous experience of managing large teams spread across many districts in a State (attach relevant and similar work orders which should explain the value and volume. (5)</p> <p>* Management/transaction of funds in similar project (5)</p> <p>* Capacity for field support/office/mechanism to handle human resources with previous examples to reflect capacity (5)</p>	
Total	100

Terms and Conditions:

- The agency shall not sublet or assign the project to any other agency in whole or part to perform its obligation under the contract without prior consent of the committee/SSA.
- Payment to the agency will be made to the agency after completion of the programme on submission of bills, relevant documents, photographs, video clips and GPS tracking system.
- If during the execution of the project problems such as quality and quantity of deliverable not up to mark, delay in deliverable, the work is not completed as assigned etc are found, then a penalty for shortfall in the quality level benchmark of the contract value to be deducted from the final payment.

Note:

For further information (if any), please contact:

Contact no: 9453004004.

Programme schedule during movement of Meena Van in districts

A well decorated video van with messages of related to campaign theme will move across the districts. The following activities will be conducted during the movement of the Meena Van.

- Public Announcement for gathering people
- Discussion with people on the campaign theme
- Quiz competition among the audience/children
- AbhiyanGeet by MeenaManch
- Video show (Video spots & short films provided by SSA)
- Award distribution to winners of the Quiz
- NukkadNatakrelated to campaign theme
- Nukkadnatak by local meenaManch
- Enchanting Slogan
- Pledging by community given in leaflet
- Feed-back from audience

Time schedule:

S.N.	Activity	Responsibility	Time
1	Public Announcement / Abhiyangeet	Staff of Video Van/meenamanch / facilitators	5 minute
2	Address audience about objective of campaign	Teachers / facilitators	5 minute
3	Message of Hon'ble. CM	Staff of Video Van	2 minute
4	Video Show on child marriage	Staff of Video Van	05 minute
5	NukkadNatak on girls education and meenamanch	NukkadNatak team and meenamanch	10 minute
6	Video Show on MDM	Staff of Video Van	8 minute
7	Message of Hon'ble. Education Minister	Staff of Video Van	3 minute
8	Film of Prerna system and operation kayakalp	Staff of Video Van	7 minute
9	NukkadNatak on quality education and importance of parents involvement in learning outcomes	NukkadNatak team	10 minute
10	Video Show on meenamanch	Staff of Video Van	10 minute
11	Quiz	Staff of Video Van/meenamanch / facilitators	10 minute
12	slogan	Teachers / facilitators/ Meenamanch	5 minute
13	NukkadNatak	Meenamanch, parents, SMC,Pradhanetc	10 minute
14	Feedback from audience	Staff of Video Van	10 minute
15	Award distribution to winners of quiz	Through some respective local person	10 minute
16	Distribution of IEC materiel and Pledging	Staff of Video Van/ Teachers / facilitators/ Meenamanch	10 minute