Terms of Reference

Development of an Awareness and Communication Strategy for Rashtriya Swasthya Bima Yojana (RSBY)

I. BACKGROUND

The Indo-German Social Security Programme (IGSSP) is part of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany's enterprise for international cooperation. IGSSP supports central and state governments to design and implement social security programmes in line with the Unorganised Workers' Social Security Act (UWSSA).

In this respect, IGSSP provides technical assistance to the Ministry of Health & Family Welfare (MoHFW) to implement Rashtriya Swasthya Bima Yojana (RSBY), India's national health insurance scheme for the poor and one of the world's largest health protection programmes of this nature.

RSBY was launched in 2008 and it is India's largest social health insurance scheme. Based on a smart card it provides cashless health insurance coverage of Rs. 30,000/- per annum on a family floater basis for BPL families and 11 other defined categories of unorganised workers. RSBY scheme has set its objectives to:

a. Provide financial protection against catastrophic health cost through reducing out of pocket expenditure for hospitalization.
b. Provide access to quality health care for below the poverty line households and other vulnerable groups in the unorganized sector.

II. Rationale

In order to enhance the uptake of services and benefits available to beneficiaries enrolled under RSBY it has been decided to develop an Awareness and Communication Strategy for the RSBY-implementing States. The Strategy will provide mechanisms and material which would enable States to enhance the level of awareness on RSBY, thereby improving the implementation of the scheme and increase the utilization of services under the scheme by beneficiaries.

The Strategy must be written and structured in a way that it enables State Governments to take necessary steps to improve the levels of awareness in the enrolled families/ beneficiaries on RSBY. Following are the objectives that must be achieved by the agency:

a. Develop a comprehensive Awareness and Communication Strategy for the utilization of all stakeholders involved in RSBY. The objective of the strategy is to increase understanding and knowledge of RSBY beneficiaries which is likely to result in increased utilization of services.

b. Based on the strategy the agency is required to design and develop IEC material on RSBY which will be used by various stakeholders that are involved in the implementation of RSBY such as health departments, insurance companies, hospitals etc. This material can include, but is not limited to, project folders, banners, billboards, posters, photo/drawing essays, campaigns for broadcast, print and social media.

Hence, for improving the implementation of RSBY through developing an evidence based Awareness and Communication Strategy GIZ intends to hire a consulting agency.

III. DESCRIPTION OF THE ASSIGNMENT:

The agency is required to design and develop the Awareness and Communication Strategy for RSBY under the following guidelines:

i) **Situation Analysis** – the agency has to undertake a desk review and rapid assessment of the current situation with respect to awareness on RSBY, which will include the following:

a. Problem analysis – to identify the gaps in awareness levels based on results of existing studies (literature review).

b. Stakeholder analysis:

- RSBY beneficiaries as the target group of awareness and communication efforts
- Senders of IEC material (such as states, hospitals, insurance companies, etc.) and dissemination strategies/ channels they use

c. Identify and analyse existing awareness campaigns / tools used by states implementing RSBY, through desk review and interviews with State Nodal Agencies officials and Insurance Company officials of at least 2 states. Following are the interviews/ focus group discussions (FGDs) to be conducted in each state:

i. Interviews with 3 State officials

ii. Interviews with officials responsible for RSBY from 2 public and 2 private hospitals.

iii. Interviews with 3 officials from Insurance companies, Third Party Administrators (TPAs) or Smart card service providers.

iv. Interviews with at least 5 field level functionaries such as ASHAs, ANMs etc.

v. 2 FGDs with beneficiaries with at least 5-10 members each.

d. Identify and analyse existing awareness campaigns / tools of successfully implemented state health insurance scheme (other than RSBY), through desk review and interviews with officials of at least 1 state by visiting the state. Following are the interviews/ focus group discussions (FGDs) to be conducted in the state:

i. Interviews with 3 State officials
ii. Interviews with officials responsible for State Health Insurance Scheme from 2 public and 2 private hospitals.
iii. Interviews with 3 officials from Insurance companies, Third Party Administrators (TPAs) or Smart card service providers (if any of these are applicable).
iv. Interviews with at least 5 field level functionaries such as ASHAs, ANMs etc.
v. 2 FGDs with beneficiaries with at least 5-10 members each.

ii) **Development of the Awareness and Communication Strategy** – based on the results of the situation analysis, the agency has to develop the Awareness and Communication Strategy for RSBY which will include the following:

a. Identify and define the target audience
b. Identify and describe the communication objectives for each identified target audience, along with stakeholder mapping.
c. Develop guidelines and conceptual frameworks for tools/ products as well as awareness activities. The objective is to have standardized outlines which each state government is able to adapt and implement to local context and language.
d. Recommend communication channels and outreach plans for the identified activities with budget estimations.
e. Define the role and responsibilities of stakeholders / agencies involved in the implementation of RSBY from awareness perspective, including insurance companies, empanelled hospitals, State Nodal Agencies (implementing RSBY in states), community health workers and other field-level government staff, and MoHFW.

iii) **Development of Communications Products:** The agency will develop design templates for all communications on RSBY to ensure consistency in formats and publications. Design templates shall be developed for the following:

a. Design template for information leaflet (A-5 or other appropriate size) for beneficiaries of RSBY.
b. Designs of 2 RSBY awareness posters (A-3 / A-2 or other appropriate size indicated to agency) to be put up at enrolment centres, hospitals and other community points of contact, as stickers on public transport, etc.
c. Design of RSBY signage for enrolment camps / centres, kiosks, empanelled hospitals and workshops, etc.
d. Design template for RSBY guidelines (A-4 or other appropriate size) for the State governments.
e. Design template for RSBY Brochures (A-4 of other appropriate size)

f. Preparation of a manual on branding and marking guidelines for RSBY information materials – consisting of application of the logos of RSBY, Government of India (GoI) and state governments; wording and placement of the names of scheme/s, information to be included in RSBY signage at enrolment camps / centres, kiosks and empanelled hospitals.

iv) **Development of a communication monitoring framework** – Based on the Awareness and Communication Strategy, the agency has to provide a monitoring framework to assess the impact of awareness campaigns implemented by states. The monitoring framework, which will be part of the Awareness and Communication Strategy, has to include the following:

a. Define scoring index of awareness on health insurance in general and RSBY specifically. The scoring can include criteria like eligibility criteria, key features, and accessing the benefits; and

b. Recommend a monitoring plan which will include pre-testing, refinement of tools, and periodic review.

IV. DELIVERABLES

The duration of the contract will be for 6 months. The agency will provide the following deliverables to GIZ in digital format and 2 printed copies:

All deliverables have to be provided in English.

No.	Deliverable	To be submitted within

1)	**Preliminary Report (covering the preparatory phase):**
	Has to include the following
	
	- Situation Analysis Report
	- Semi-structured guides/ guiding questions used for consultations with Stakeholders in states.
	- Outline of the Draft Awareness and Communication Strategy which must include:
	  - Proposed structure of the Strategy, including titles of chapters;
	  - Estimated number of pages.
		15 days from the contract start date

2)	**Draft Awareness and Communication Strategy** <u>Note</u>: the Draft will be reviewed by GIZ and MoHFW. Agency needs to be actively involved in discussions and meetings with GIZ and MoHFW.	2.5 months from the contract start date

3)	**Development of Communication Products:** Note: the agency has to provide all communication products as editable digital files on storage device (USB or external hard disc) and printed proofs, where applicable. The draft Awareness and Communication Strategy must feed into the development of the communication products. Final outputs will be based on the requirements given to the agency in writing by GIZ. The formats for the communication products listed under section III/iii is as follows: a. Template of information leaflet in MS Word, Cdr and Adobe InDesign formats b. Templates of 2 awareness poster designs in Cdr and Adobe InDesign formats c. Templates of signage in Cdr and Adobe InDesign formats for - enrolment camps / centres, - district kiosks, - empanelled hospitals - workshops d. Template for RSBY guidelines e. Template for RSBY brochures f. Manual on branding and marking guidelines for RSBY information materials in pdf and printed formats, consisting of: - Application of RSBY, Government of India (GoI) and state logos - Wording and placement of the names of scheme/s - Information to be included in RSBY signage at enrolment camps / centres, kiosks and empanelled hospitals	4 months from the contract start date
4)	**Monitoring framework**	5 months from the contract start date
5)	**Final Awareness and Communication Strategy along with communication products and monitoring framework**	6 months from the contract start date

V. OTHER TASKS TO BE PERFORMED

Regular consultations and review shall take place with GIZ and MoHFW and will be an integral part of the development of the Awareness and Communication Strategy. Frequency of the consultations and review shall be decided with GIZ.

The reference material required for the review of literature shall be collected by the agency from associations, reference journals and other guide materials.

<u>For the development of the communication products:</u>

1. GIZ will provide all content, including dummy text, photos, logos of government agencies, etc.
2. The agency is required to provide at least 3 concepts for each communication product before the finalization.
3. The requirements and approval of MoHFW will be binding or the agency, including up to three iterations requiring work for minimum of two man days each. In case further changes are requested for a design beyond three iterations by MoHFW, the agency shall indicate the experts and number of working days required to GIZ. The additional work shall be paid on a pro rata basis subject to written approval from GIZ.
4. GIZ does not commit to assigning all or any fixed number of items of work mentioned in the Terms of Reference to the agency.
5. By participating in the tendering process, the agency confirms that all communication products developed and provided are original and do not infringe on copyright of any other entity.

VI. REPORTING

The agency will report to the Programme Director, IGSSP. For day-to-day coordination, the contracting institution will interact with the Communication Officer, GIZ – IGSSP, Delhi.

The agency may also be required to coordinate with MoHFW and attend meetings.

As and when required GIZ may facilitate the meetings of the agency with the State officials.

The deliverables as per the TOR shall be submitted to the Programme Director, IGSSP, within the respective timelines.

VII. LOCATION, DURATION AND TRAVEL

Location of assignment:

The agency should be based in Delhi/NCR as regular coordination with MoHFW and GIZ will be required for the duration of the contract.

Duration:

The duration of the contract will be for a period of 6 months from the date of signing of the contract.

Travel:

The designated project team leader or his/her replacement as well as a second person of the team shall travel to states outside Delhi / NCR in order to carry out the situation analysis. The states to be included in the analysis shall be identified by GIZ in consultation with the MoHFW and communicated in writing to the agency.

The agency has to seek prior written approval from GIZ before undertaking any travel to the assigned states. The costs incurred in the travel undertaken will be reimbursed by GIZ against actuals, once the agency produces valid receipts for transport and accommodation.

VIII. PROFILE OF THE AGENCY

The agency should fulfil the following criteria:

- The agency or its principal representatives should have at least ten years of demonstrable work experience in the development of communication and awareness strategies in social sector.
- The agency or its principal representatives should have at least five years of demonstrable work experience in branding, identity and design in social sector.
- The agency should have a team of qualified graphic designers, content developer and illustrators.
- For the purpose of designing and developing communication material only, it is desirable that the agency has in house team. However, it is allowed to outsource or hire additional workforce for the purpose of designing and developing the communication material/products. The details of team members with their qualifications and professional experience of the hired agency must be provided at the time of submission of the technical bid.
- The agency should be based in Delhi / NCR.
- Fluency in written and spoken English of all team members.

Preferred work experience:

- The agency or its principal representatives should have previous work experience in social communication for Government programmes at Central or State level
- Previous experience of developing communication strategies for national or state level government programmes preferably on Health, social Health Insurance/ protection and related topics, social programs of private companies.
- Experience of developing communication material for various National and State level programs.
- Previous experience of working for GIZ or other international/ bilateral organisations.

For this assignment, the agency shall provide a team consisting of the following members:

Expert (s) (tentative number of working days)	**Qualifications**
Project Head (60)	Holding a PG/Masters degree/diploma in management/ communication / health communication or similar qualification from a recognized Indian/ international institute and at least 10 years' experience in managing and developing communication and awareness strategies for the social sector
1 Senior Expert (80)	Holding a PG/Masters degree/diploma in management/ communication /health communication or similar qualification from a recognized Indian/ international institute and at least 7-8 years' experience in developing and implementing communication and awareness strategies for the social sector. Experience in social health insurance will be an added advantage
2 Junior Experts (120)	Holding a Bachelors/PG degree in communications/ Journalism/ English or similar qualification from an Indian / international institute and at least 3-4 years' experience having adequate exposure to communication and awareness strategies for social sector
1 Content developer (50)	Holding a Bachelors / Masters in Communication/ English/Journalism or similar qualification. And at least 3-5 years of experience in developing content for social programs for effective messaging and communication.
1 Senior Designer (15)	Holding a Bachelors/ Masters in Communications / arts or similar qualification And at least 5-6 years of experience having exposure to development of communication material / products for government schemes, social programs, development programs, NGOs etc

1 Junior Designer (20)	Holding a Bachelors / Masters in Communications / Arts or similar qualification And at least 3-4 years of experience having exposure to development of communication material / products for government schemes , social programs, development programs, NGOs etc
1 Designer-cum illustrator (30)	Holding a PG degree/Bachelors / diploma in design / fine arts or similar qualification from a recognised Indian / international institute and at least 3 years' experience in working on design projects, including development communication in Government Schemes, social programs, development programs.

IX. OTHER INFORMATION AND REQUIREMENTS:

- The agency will ensure that all work developed as part of this assignment is original and that no copyright of any other entity is infringed.
- The information shared with the agency by GIZ, MoHFW or the state governments to enable the agency to successfully carry out the tasks listed in the TOR will be considered confidential and can under no circumstances be shared with outside individuals or agencies without prior written permission from GIZ.
- GIZ will retain all rights on reports produced and submitted by the agency under this contract.

X. Eligibility & Technical Evaluation Process

Kindly refer to Point Nr. 8 of Bidding Conditions.