



NOTIFICATION

RURAL DRINKING WATER AND SANITATION DEPARTMENT (RDWSD) GOVERNMENT OF KARNATAKA

EXPRESSION OF INTEREST (EoI) FOR EMPANELMENT OF COMMUNITY RADIO SERVICE IN KARNATAKA

Rural Drinking Water and Sanitation Department (RDWSD), Government of Karnataka (GoK) invites Expression of Interest from interested organizations for empanelment of Community Radio Services in the State of Karnataka.

This EoI document can be downloaded from the department websites: <https://swachhamevajayate.org/> & <https://rdpr.karnataka.gov.in>

The interested organizations shall submit their proposals with relevant documents to the Commissioner, Rural Drinking Water and Sanitation Department, 2nd floor, KHB Complex, Cauvery Bhavan, K.G Road, Bengaluru-560009, on or before 20.07.2021. The detailed Terms Of References(TOR) available in the department websites: <https://swachhamevajayate.org/> & <https://rdpr.karnataka.gov.in>

For further clarification please contact Rural Drinking Water and Sanitation Department officials during office hours Mobile No: 8277299042/9448396560.

Sd/-
Commissioner
RDWSD

**Expression of Interest (EoI)
For Empanelment Of Organizations
Providing Community Radio Service (CRS)
in Karnataka**

Rural Drinking Water and Sanitation Department

2nd Floor, E Block
KHB complex, Cauvery Bhavan
K G Road, Bengaluru-560009

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Part I: General Terms

INVITATION FOR EXPRESSION OF INTEREST (EoI)
FOR
EMPANELMENT OF COMMUNITY RADIO SERVICES

1. Objective of the Expression of Interest (EoI)

The objective of this EoI is to solicit applications from interested organizations who are into Community Radio Service. Each selected organization will be required to organize multiple Workshops/Programmes during the period of empanelment and as per the terms and conditions contained in this Document.

2. EoI Issuing Authority

This EoI is issued by RDWSD, herein after referred to as “Authority”, to select organizations into CRS for conducting workshops/ Programmes. The decision of the Authority with regard to the short-listing the organizations through this EoI will be final. The Authority reserves the right to reject any or all the EoIs without assigning any reason thereof.

SL No.	Item	Description
1.	Project Title	Empanelment of Organization for providing Community Radio Service
2.	Name of the Department	Rural Drinking Water and Sanitation Department (RDWSD)
3.	Contact Person	Commissioner
4.	Contact Details	RDWSD, 2ndFloor, E Block, KHB complex, Cauvery Bhavan, K G Road Bengaluru-560009

3 Availability of EoI Document and Deadline for submission

This EoI document can be downloaded from the department website: <https://swachhamevajayate.org/> & <https://rdpr.karnataka.gov.in> The applicants should go through all documents and other details. Failure to furnish complete information as mentioned in the EoI document or submission of application not fully responsive to the EoI Document in every respect, will lead to rejection of the application.

Applications complete in all respect, as specified in the EoI, must be submitted as hard copy to the below mentioned address on or before 20.07.2021, 17:00 hrs. In exceptional circumstances and at its discretion of RDWSD, deadline may be extended for submission of Applications and the same shall be indicated on the department website.

Commissioner
Rural Drinking Water and Sanitation Department,
2nd floor, KHB Complex,
Cauvery Bhavan,
K.GRoad,Bengaluru-560009

Part-II: Scope of Service

1. Background

Ministry of Jal Shakti, Department of Drinking Water and Sanitation, Government of India (GoI) is implementing the Swachh Bharat Mission Gramin (SBM-G) and Jal Jeevan Mission (JJM) in co-ordination with the Rural Drinking Water and Sanitation Department (RDWSD), Government of Karnataka (GoK). These programmes are focused on achieving the desired goals viz open defecation free state, effective management of solid and liquid waste, healthy sanitation practices and providing safe drinking water and conservation of water through good practices.

To achieve the above said goals, a robust IEC strategy is very essential to disseminate the objectives of these programmes to the general public. The IEC activities are to be carried out by seeking stakeholders' inputs and consultations. Thus in the present day scenario, an effective way of communication and outreach to general public is via audio, video, print media, social media etc.

RDWSD has taken multiple initiatives to spread awareness in the state on various schemes that are being implemented by use of audio and video through social media, print media, television advertisements, radio etc. One of the effective ways of having grass root level impact of IEC activities in rural areas is through 'Community Radio'.

1.1 Community Radio

Community Radio (CR) is a crucial communication tool particularly in communities where most people can neither read nor write. It is also an extraordinary and invisible medium to give voice to the voiceless as it provides an opportunity to the community to speak about issues concerning their lives.

Community Radio Stations (CRS) are essentially low power radio stations which are meant to be set up and operated by the local community. Since CRS is permitted only to Non Profit organizations they are not driven by profit motives like commercial FM Radio Stations. CRS is also rooted in the local community which gives it a distinct advantage to focus on development goals for health, nutrition, education etc. Since the broadcast is in the local language, people are able to relate to it instantly.

The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment.

1.2 Empanelment of Organization for Community Radio Service (CRS)

RDWSD is already undertaking multiple workshops/programmes on importance of drinking water, sanitation, open defecation free (ODF), water management and conservation, hygiene etc, in various places throughout the state. RDWSD is already undertaking IEC activities through CRS by empanelling eight organizations. The empanelled CRS organizations are currently operating in the districts of Belagavi, Dakishna Kannada, Kalaburgi, Kolar, Mysuru, Tumakuru and Udupi. RDWSD now intends to empanel more such organizations to ensure that the information on various schemes, programmes are reaching the rural public to bring in a behavioral change.

Experienced and competent Organizations who are into Community Radio Service are encouraged to submit their expression of interest for empanelment. Organizations having operations in more than one district shall be empanelled for providing services in multiple districts. The organizations currently empanelled can also submit their applications for empanelment in case they have the required infrastructure, resources and meet the eligibility criteria to operate in any of the above mentioned districts apart from their current districts of operation.

2. Objectives of the CR activities

The main objectives of CR activities are as follows:

- To broadcast Jingles, Interviews, Phone in Programmes, Documentary/Case study/experience sharing/inspiration talk, Instruction/Tips/Teaching Aid, Special/Departmental announcements related as per the instructions of the Client on various topics related to the Department including importance of drinking water, sanitation, open defecation free (ODF), water management and conservation, hygiene etc.
- Reaching out to rural areas (last mile) by conducting street plays, house to house programmes, workshops etc. to ensure maximum information dissemination in the rural areas.
- To bring in behavior change among rural public with active grass root level engagement of Community Radio Service.
- Broadcasting the good practices and programmes conducted by ZP, TP, GP, NGO, and general public.

3. Scope of Work

The scope of work of the empanelled organization would be as follows:

- a. Make logistics arrangements for conducting the workshop, programmes, Jingles, Interviews, Phone in Programmes, Documentary/Case study/experience sharing/inspiration talk, Instruction/Tips/Teaching Aid, Special/Departmental announcements etc.
- b. Pre and post workshop/ programmes follow-up with the potential listeners to know the effectiveness of the broadcasted programmes.
- c. Documentation of the programme with Video and Audio along with Time stamp and certification of broadcasting.
- d. Submission of suitable suggestions on regular basis for effective conduct of workshops/programmes etc.
- e. Submission of monthly/half yearly/yearly reports indicating the number of broadcast, type of programmes, number of minutes broadcasted, certification of broadcast, effectiveness of listeners to the program.

Efforts must be made to include local media reporters and other local government development workers as observers, so that they are also sensitized and support the workshop/programme in the long run.

External Experts and Resource Persons :

Apart from the core team, a team of experts from the region and the following groups may be pooled in as speakers and experts for the sessions.

- i. Representatives from community radio association
- ii. Representatives from operating CR Stations
- iii. Representatives from Government Department concerning to the workshop/programme
- iv. CR practitioners and promoters
- v. Non-Governmental Organizations who promote the objective of the workshop/programmes undertaken by Government
- vi. Representatives from Central and State departments, District Magistrates etc.
- vii. Representatives from UNICEF, UNDP, World Bank, Ford Foundation, CEMCA or any other developmental organizations

4. DELIVERABLES

- i. The benefits/interventions required by RDWSD would need to be clearly passed on to the community radio service through the workshop/programmes. The broadcasting shall be done in Kannada, English and any other vernacular language of that area where the rural people can understand as per their dialect.
- ii. The following deliverables shall be done by the empanelled organizations:

Sl. No	Deliverables
1.	Submission of details of programme broadcasted in CD/DVD/Pen Drive along with the schedule dates of broadcasting for each programme and the timings. The submission shall be supported by photos and other supporting documents with time stamp.
2.	Certification of the program that has been broadcasted during the billing month by CEO/EO/Gram Panchayat PDO.
3.	Submission of comprehensive report after completion of all workshops followed by presentation before the Authority or Representatives.
4.	Details of benefits/interventions conducted by community radio service through the Workshop/Programme as required by RDWSD. Total outreach and the feedback from the listeners in terms of action taken, changes seen in the behavior etc.
5.	Submission of suitable suggestions on regular basis for effective conduct of workshop, program for broadcasting
6.	Baseline and end line of the programmes maybe measured for understanding the percolation of message on ground.

5. PERIOD OF ENGAGEMENT

The Organization will initially be empanelled for a period of 1 (one) year. Subject to the performance of the organization and approval from competent authority, the empanelment may be further extended year-on-year subject to a maximum of 3 (three) years in total.

6. PAYMENT

The Empanelled Organization shall be paid a fixed monthly fee of **Rs.89,570/- (Rupees Eighty Nine Thousand Five Hundred Seventy only)** per month exclusive of applicable GST as per the rates indicated in the following table subject to satisfactory completion of the components. This fee shall be fixed and no negotiation on the same shall be entertained.

Components	Rates	Payment per Month as per the program (Rs)
Jingles - 30 secs - 10 numbers/day or 300 numbers/month	INR 3.73/sec	33,570
Interviews - 30 mins - 4 programmes/month (1 in week)	INR 4000/30 minutes	16,000
Phone-in - 1 Hour -2 programmes/month (once in 15 days)	INR 6000/hr.	12,000
Story/Drama/Documentary/Case study/experience sharing/inspiration talk - 30 mins - 4 programmes/month (1 in week)	INR 4000/30 minutes	16,000
Instruction/Tips/Teaching Aid/Do it yourself - 15 mins - 4 programmes/month (1 in week)	INR 2000/15 minutes	8,000
Special/Departmental announcements as and when required - 30 secs - 2 numbers/day or 30 numbers/month	INR 2.22/sec	4,000
Total		89,570

Part III: Eligibility Criteria and terms & Conditions

1. Eligibility Criteria

The Applicants shall have to meet the following eligibility criteria for selection

- a. The organization should be a “Not-for-Profit” organization registered under Indian Societies Act or Indian Trust Act or any other such act relevant to the purpose.
- b. Letter of Intent from Ministry of Information and Broadcasting and Wireless Operating License from Department of Telecommunication.
- c. The applicant organization should have experience in organizing workshops/programmes on Education, Rural Development, Social and Basic Hygiene etc. and should have organized at least two workshops in social sector in the field of Health, Education and Empowerment etc. Experience of working/engagement in the Community Radio Sector will be given weightage.
- d. The applicant organization should have a local office/presence in District Headquarters/Taluk / Villages or in Bangalore.
- e. The applicant organization should not have been blacklisted by any Central or State Government Ministry/Departments, PSU etc.
- f. The applicant organization should have a well-equipped Infrastructure and well experienced team to undertake the work.
- g. Past experience of key professionals in handling similar assignment would be preferred.

2 Selection criteria:

The criteria that would be adopted for Empanelment of the Organization are detailed below and the same would need to be supported by documentation or self-declaration.

Parameters	Marks
i. Experience in conducting programmes on Drinking water supply, Sanitation, health, hygiene and/or Rural Development	10
a) 0 - 3 years	4
b) 3 - 6 years	8
c) More than 6 years	10
ii. Experience of community radio services on program broadcasting in Drinking water supply, Sanitation, health, hygiene and/or Rural Development	20
Programs broadcasted in a month (Jingle is not considered as a program)	
i. Less than 5	2
ii. 5 to 9	4
iii. 10 to 19	6
iv. More than 20	8
Average broadcasting hours per month	
i. Less than 50 hours	2
ii. 50 to 100 hours	4
iii. 100 to 150 hours	6
iv. More than 150 hours	8
Total number of Gram Panchayaths covered	
i. Less than 5	1
ii. 6 to 10	2
iii. More than 10	4
iii. Community radio Station Infrastructure	15
a. Minimum 1 Transmitter and Antenna with a feeder cable mounted on tower	5
b. Minimum 1 -Studio equipment comprising of Recording and Playback equipment	5

c. Minimum 1 - Studio Console/ Mixer and Monitoring equipment	5
iv. Organization Strength	15
a. Radio Anchor / Jockey – (Local language)	5
b. Programme/Event manager – (Local language)	5
c. Support Staff – (Local language)	5
v. Approach paper not exceeding two pages indicating how the workshops/programmes will be organized making it dynamic and innovative	10
vi. Presentation on the how the workshops/programmes will be organized (cover the number of locations of Community Radio stations, outreach in term of population, languages presented etc)	30
Marks	100

Only those organizations that score more than 70 marks shall be empanelled by RDWSD.

3. Possession of Rights

- 3.1. The content and concept developed shall be the exclusive property of RDWSD
- 3.2. The empanelled agencies shall not go on air / public on the content or concept in any location till the same is approved by the department for dissemination.
- 3.3. The empanelled agencies shall not disclose or share any of the information related to RDWSD projects/ schemes/programmes without prior approval from the department
- 3.4. The electronic media content (hard disk/drive/pen drive/DVD, etc) used shall be handed over to the Department at the end of every programme and the end of the assignment.

4. Response Requirements

The response to the EoI shall be made in accordance with the requirement specified in the EoI document and in the prescribed format as given in part of IV of the EoI document. Each page of the application including annexures, if any, should be signed by authorized signatory.

Application must be direct, concise and complete. All information not directly related to the EoI should be omitted. The application **MUST** be accompanied by all the relevant documents in support of the statements or claims made in the application including:

- a) Organizational structure and composition of the team which will remain associated with the proposed CR workshops.
 - b) CVs of Key professionals/team members who would be associated with the assignment in the prescribed form attached to the Form IV.
 - c) A statement regarding experience of CR sector (not more than two pages)
 - d) Approach paper not exceeding two pages indicating how the workshops/programmes will be organized making it dynamic and innovative
 - e) Evidence of registration of the organization: Certificate of registration/incorporation and memorandum of Article & Association.
 - f) Annual Report of preceding financial year.
 - g) Audited Financial Statements including Balance Sheet, Profit and loss account for the preceding financial year.
- RDWSD reserves the right to seek further information /clarification at any stage of the process.
 - Any response received after the due date or not found to be in accordance with the above procedure, will be rejected outrightly and the decision of the RDWSD in this regard shall be final.

Part IV: Response Formats

FORM I: COVERING LETTER

(On Organization's letter head)

[Date]

To,
Commissioner
RDWSD, 2ndFloor, E Block,
KHB complex, Cauvery Bhavan,
K G Road Bengaluru-560009

Dear Sir,

Ref: Expression of Interest for Empanelment of Community Radio Service.

Having examined the Expression of Interest (EoI), the receipt of which is hereby duly acknowledged, we, the undersigned, intend to submit an Application in response to the Expression of Interest (EoI) for empanelment of Community Radio Service.

We attach hereto the response as required by the EoI, which constitutes our Application.
Contacts details for our organization are:

#	Item	Particular
	Name:	
	Designation:	
	Mailing Address	
	Phone	
	Mobile	
	Fax. No	
	E-mail Address	

We confirm that the information contained in this response or any part thereof, including its exhibits, and other documents and instruments delivered or to be delivered to RDWSD is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the process, we are liable to be dismissed from the selection process or termination of the engagement during the engagement, if engaged to do so, for organizing workshops/programmes.

We agree for unconditional acceptance of all the terms and conditions set out in the EoI document.

It is hereby confirmed that I/We are entitled to act on behalf of our organization and empowered to sign this document as well as such other documents, which may be required in this connection.

(Signature)

(In the capacity of)

(Name)

For and on behalf of:

(Name and Address of Organization)

Seal/Stamp of organization

FORM II: FORMAT FOR POWER OF ATTORNEY

(On the applicable value of Stamp Paper)

Power of Attorney

Know all men by these presents, we, (name of Applicant and address of the registered office) do hereby constitute, nominate, appoint and authorise Mr./Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and holding the position of as our true and lawful attorney (hereinafter referred to as the “**Authorized Representative**”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Application for “Empanelment of Community Radio Service in Karnataka” for Rural Water Supply & Sanitation Department (RDWSD), Government of Karnataka (GoK) (the “**Authority**”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-application conference and other conferences and providing information/responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our Application and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Application for the said Empanelment and/or upon award of the contract.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For
(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarized

Accepted

.....
(Signature, name, designation and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 100 (Rupees one hundred only) and duly notarized by a notary public.

Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued. However, Applicants from countries that have signed the Hague Legislation Convention, 1961 need not get their Power of Attorney legalized by the Indian Embassy if it carries a conforming Apostle certificate.

FORM III: GENERAL DETAILS OF THE ORGANIZATION

#	Item	Particulars
1.	Name of organization	
2.	Registration Details(Date of registration and registration No etc.)	
3.	Nature of activities	
4.	Address of Head Office	
5.	Address of Registered Office	
6.	Local Address (of District / Taluk / Village)	
7.	Other Relevant Information	
8.	Total number of years of experience of the organization in such projects	
9.	<p>Mandatory Supporting Documents:</p> <ol style="list-style-type: none"> 1. Certificate of Registration/Incorporation from Registrar of Societies/ROC/Trust Deed etc. 2. Statement regarding experience of CR sector (not more than two pages) 3. Approach paper not exceeding two pages indicating how the programs/workshops will be organized making it dynamic and innovative 4. Memorandum of Association of the organization 5. Annual Report 6. Audited balance sheet 7. Organizational structure and composition of the team which will remain associated with the proposed CR workshops/programme 	
10.	Interested districts of CRS (The agency should have adequate infrastructure and resources in the districts mentioned)	
11.	Details of CRS infrastructures available (Transmitters, Antenna and recording playback equipment, studio console, monitoring equipment etc)	
12.	<p>Organization Strength :</p> <p>Radio Anchor / Jockey – (Local language)</p> <p>Programme/Event manager – (Local language)</p> <p>Support Staff – (Local language)</p>	

Form IV: DETAILS OF PROGRAMS / WORKSHOPS ORGANIZED IN THE PAST

No	Name of program/workshop	Description of the program/workshop	Organization for which organized	Number of GPs Covered	Period of Workshop	How Past experience would be useful for this assignment	Details of current assignment	Remarks

Note: One row may be used for one project. Additional Columns may be added if required.

Form V: DETAILS OF KEY PROFESSIONAL STAFF

1. Name of the key Professional Staff :
2. Position Held in the Applicant Organization:
3. Date of Birth:
4. Nationality:
5. Educational Qualifications:

S.N.	Examination passed	Name of Institution/college	Name of Board/University	Year of passing

6. Membership of Professional Associations:
7. Other Training:
8. Employment Record (with following details)

S.N.	Name of Staff	Name of organization	Position Held	Task assigned

9. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described therein may lead to my organization's disqualification or dismissal, if engaged.

[Signature of key staff member
authorized representative of the applicant Organization]

Date

FORM VI: OUTPUT REPORTING FORMAT USED FOR EARLIER PROGRAMME :

The output reporting format shall include

1. Name of the Programme
2. Name of the Department Organization for which the program was organized
3. Total number of villages covered by Community Radio
4. Programme Scheduled – Daily, Alternate Days, once a week, once a month etc
5. Broadcast Time – 9-10 AM, 9-10 PM etc
6. Total number of people outreach
7. Programme Theme
8. Key Partners
9. Any impact Assessment recorded – Increase in Awareness, Improvement in Health, etc



