

# Empanelment of Vendors for Designing Services India Health Action Trust

## 1. Background

India Health Action Trust (IHAT) was instituted in 2003 as a Trust with the goals to improve health outcomes in the country. IHAT employs an *'embedded approach'* to work in collaboration with governments to provide 'techno-managerial' support in planning and implementing health interventions. IHAT has done extensive work in the areas of HIV/AIDs, Maternal, Newborn & Child Health, Family Planning, Nutrition and Health Systems Strengthening.

IHAT generates significant amount of knowledge through the programs it implements and aims to synthesize and disseminate this knowledge with an array of stakeholders. In order to achieve this, IHAT recognizes the need to develop quality knowledge products to be disseminated via print and digital media.

## 2. Scope of Work

IHAT is looking for competent vendors (agencies/individuals), who can design knowledge products. The key audience for IHAT website would be donors, governments, NGOs and individuals interested in public health. IHAT will provide content in a word document/ppt/pdf that would need to be designed and transformed into various types of products such as brochures, briefs, short reports and long reports.

## 3. Types of Knowledge Products

IHAT has categorized products into four categories based on number of pages of the document.

- 1 – 4 pages: Brochures, Flyers, Fact Sheets, Posters etc.
- 5 – 10 pages: Briefs.
- 11 – 25 pages: Short Reports
- 26+ pages: Long Reports

## 4. Technical Competencies

IHAT is looking for vendors who can bring to table the following Technical Competencies.

- Design layouts for various knowledge products
- Conceptualize and translate content into visuals and infographics
- Cover page designing
- Redesign graphs, infographics, icons
- Develop illustrations and logos
- Photo editing

## 5. Intellectual Property Rights

The intellectual property rights for the photographs, raw files and designed document after editing will rest with IHAT. It is the responsibility of the hired agency/individual to ensure that copyrights of any content that is used by the hired agency/individual (unless provided directly by IHAT) in editing of the document is procured. The hired agency/individual will be liable for any legal action arising due to violation of copyrights.

## 6. Engagement Model

IHAT is looking to empanel vendor(s) who are able to satisfy above technical requirements to provide support in designing of Knowledge Products. Empaneled vendor(s) will be the primary source for IHAT to procure designing services. IHAT will reach out the vendor(s) on a need basis to develop various knowledge products subject to availability of vendors and mutual agreement on timelines for product delivery.

## 7. Assessment of vendors

Vendors will be empaneled based on a Quality and Cost Based Selection.

The Quality Assessment will be on the basis of Technical Competencies (as described in Section 4) demonstrated by the vendor. In order to assess the quality score, vendors will be requested to submit samples corresponding to the Types of Knowledge Products (as described in Section 3). Vendors may suggest “Value Addition” that they can give which may be taken into consideration when calculating the score.

The Cost Assessment will be based on the estimated cost per page corresponding to each type of knowledge product (as described in section 3) provided by the vendor. The format for submission of Cost estimate has been provided in Section 8.

## 8. Format For providing Cost Estimate

S. No.	Type of Knowledge Product	Cost/Page (INR)
1	Short Documents: 2-4 pages (Eg. Brochures, Profiles, Leaflets, Social Media Creatives, Posters, Postcards, etc.)	
2	Briefs: 4-10 pages (Eg. Brochures, Policy/Evidence Briefs, etc.)	
3	Short Reports: 10-20 pages (Eg. Presentations, Newsletter, Process Documents, Implementation Notes, Status Reports, etc.)	
4	Long Reports: 20+ pages (Annual Report, Process Documents, Implementation Notes, Books, etc.)	

The cost per page will be exclusive of GST.

The cost per page will be exclusive of costs incurred due to purchase of contents (stock photographs, icons etc.). However, any such purchase should be done with prior approval of IHAT.

The estimated cost should be valid for a minimum of 1 year from the date of submission of interest.

## 9. Expected Deliverables

- The vendor in consultation with IHAT will agree on the type of product that can be developed from the content and provide three layout options for the proposed product.
- The vendor in consultation with IHAT will draft (including refining visuals, charts, developing infographics etc.) the product as per the agreed layout.
- The vendor will provide image files for the visuals/infographics/charts developed for the product in JPEGs/PNGs/TIFF format.
- The vendor will modify the draft product as per the recommendations/suggestions provided by IHAT.
- The vendor will provide the finalized document in word, PDF and print ready file.
- The vendor will provide the raw files (CorelDraw, Adobe Illustrator etc.)

## 10. Registering interest for empanelment

Interested vendors are requested to

- 1) Required: Submit a brief profile (2 pages maximum) of their designing work and experience, including list of clients.
- 2) Required: Provide samples of the products designed by them that can substantiate the required technical competencies corresponding to the Type of Knowledge Products.
- 3) Required: Submit the cost estimate as per the format provided in a single page PDF.
- 4) Optional: Submit one page PDF document outlining any value add that they can provide.

The documents can be shared as a Zip Folder/Link to Online Storage or file hosting services/WeTransfer etc. to the email [contactus@ihat.in](mailto:contactus@ihat.in). **The deadline for submission of the required material is 22<sup>nd</sup> March 2021, 17:00 Hours IST.**

Please do not share any hardcopies of the documents.

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