

Request for Proposal

Designing a set of Information, Education and Communication (IEC) materials for Jan Arogya Samiti and Mahila Arogya Samiti

Background

Community Action for Health¹ is a key strategy of the National Health Mission (NHM), which places people at the centre of the process for ensuring their health needs and rights are being fulfilled. It allows them to actively and regularly monitor progress of the NHM interventions in their areas. It also results in communities participating and contributing to strengthening health services. Thereby, *Bringing Public into Public Health*.

To guide the process of community action under the NHM, the Ministry of Health and Family Welfare (MoHFW) in 2005 constituted the Advisory Group on Community Action (AGCA) at the national level. The AGCA comprises eminent public health professionals associated with major NGOs. The Population Foundation of India (PFI) hosts the Secretariat for the AGCA.

AGCA Secretariat under its mandate, provides technical support to state NHMs in building the capacities of community based institutions including Village Health Sanitation and Nutrition Committees (VHSNCs), Mahila Arogya Samitis (MASs), Jan Arogya Samitis (JASs), and Rogi Kalyan Samitis (RKSs). The Secretariat now proposes to develop a set of Information Education and Communication (IEC) materials on MAS and JAS as per the activities approved under the budget FY 2021-22.

Mahila Arogya Samitis (MASs) are constituted at the urban slums/low income habitats under the National Urban Health Mission (NUHM) since 2013. MAS primarily has local women as its members who volunteer to work on the health issues in their locality, and support the frontline health workers in extension health services. The MoHFW developed and disseminated MAS guidelines across states in 2013. The national MAS guidelines can be accessed on the web link at <https://nhsrcindia.org/sites/default/files/2021-06/Guidelines%20for%20ASHA%20%20MAS%20in%20Urban%20Context%20English.pdf>

The broad objectives of the MAS are to:

- Generate community level awareness on health issues, services and government schemes
- Promote adoption of healthy living practices/life styles.
- Support Accredited Social Health Activist (ASHA), Auxiliary Nurse Mid- Wife (ANM), and Aanganwadi Worker (AWW) for effective delivery of outreach services, and door- door visits.
- Support in adoption of COVID appropriate behavior (CAB), and vaccine promotion.
- Seek community feedback on services, and provide regular feedback to the health officials for corrective action.
- Provide a platform for convergent action on health and its social determinants.

¹ Earlier known as Community Based Monitoring and Planning, the process involves a) formation and strengthening of Village Health, Sanitation and Nutrition Committees (VHSNCs) at the village level, and Planning and Monitoring Committees at the PHC, block, district and state levels b) creating community awareness on NHM entitlements, roles and responsibilities service providers c) training of VHSNC and Rogi Kalyan Samiti members d) collection and sharing of data on health services, e) use of public dialogues for advocacy with key stakeholders to highlight gaps and find solutions and f) facilitative corrective action on identified issues and gaps.

- Manage untied funds based on local needs and priorities.
- Facilitate transportation, and support for families and individuals in accessing health care services at hospitals and clinics.

Jan Arogya Samitis (JASs) are being established under Ayushman Bharat, Health and Wellness Centres (HWCs) in the existing Sub Health Centres (SHCs) and the Primary Health Centres (PHCs) to provide a range of Comprehensive Primary Health Care (CPHC) services to communities. JAS has been created to provide a platform to foster community participation, ownership, and action on social and environment determinants of health. JASs are in process of being constituted at the public health facilities- Sub Health Centre (covering a population of approx. 5,000), and Primary Health Centre (covering a population of approx. 30,000). The JAS national guidelines can be accessed on the web link at <https://nhsrcindia.org/sites/default/files/2021-06/Guidelines%20for%20Jan%20Arogya%20Samiti.pdf>

The broad objectives of the JAS are to:

- Ensure community participation in the management and governance of the HWC.
- Lead local health promotion and action on social and environmental determinants of health, along with the Village Health Sanitation and Nutrition Committees (VHSNCs)
- Mentor VHSNCs to manage untied funds and coordinate with government officials.
- Mobilize volunteers for community mobilization, patient follow-up, counselling and support.
- Provide a platform for communities to share their grievances for timely redressal.
- Management of untied funds based on local priorities.
- Mobilize resources in cash and kind.
- Support Gram Panchayats (GPs) in undertaking health planning

Scope of Work

The Population Foundation of India invites proposals (both technical and financial proposals separately) from the agencies as per the details below. The technical proposal should include a profile of the organisation/consultant, and details of the team members who will work on the assignment. Likewise, the financial proposal should have item-wise break-up and timelines.

1. Five posters on Jan Arogya Samiti (JAS) and Mahila Arogya Samiti (MAS)
2. Two brochures on the objectives, roles and responsibilities of JAS and MAS members

Sl. No.	Name	JAS	MAS
1.	Poster on composition of the committee (JAS at PHC -1, and JAS at SHC- 1)	2	1
2.	Poster on roles of the committee	1	1
3.	Brochure (4-6 pages)	1	1

Suggested size of posters Suggested size of brochures	4 feet X 3 feet 4-6 pages for brochures, A4/A5 size (tentatively)
Objective	Materials aim to create awareness among members of the committee and the public about the role of these committees and encourage greater participation and partnership in improving public health
Target audience	Members of these committees, and the general public
Format	The posters should be predominantly visual, using illustrations and pictograms. The visuals should be culturally appropriate across India. The brochures should be able to explain the objectives, roles and composition of these committees – More graphic and less textual.
Languages	English and Hindi

Deliverables

1. Three posters on JAS and two posters on MAS
2. Two brochures on objectives, roles and responsibilities of JAS and MAS members
 - Concept sketches with at least 2-3 options
 - Draft layouts in **two languages** (Hindi and English) based on approved options
 - Final layouts after incorporating feedback
 - Complete artworks, including editable design files (cdr and InDesign formats) and supporting fonts, images and graphics
 - Suggest print specifications once finalised
 - Final deliverables to include print and web versions
 - Submit all final deliverables on external USB storage device.

Timelines: 2 months

The estimated duration of the service agreement will be for 2 months from the date of approval

Contact person:

The agency shall contact Mr Sanjay Singh, Lead Communications, Population Foundation of India at sanjay.singh@populationfoundation.in; and Mr Bijit Roy, Team Leader –CAH, AGCA Secretariat at bijit@populationfoundation.in for any query related to the assignment.

Last date for submitting the proposals is **December 29, 2021 EOD** on the following email address at jolly@populationfoundation.in. Proposal received after the prescribed deadline will not be considered.