

Expression of Interest (EOI) for Social Franchising Scheme (SFS)

Jansankhya Sthirata Kosh, an autonomous body under Ministry of Health & Family Welfare (MoHFW), Government of India (GOI) invites Expression of Interest (EOI) from qualified and experienced agencies/organizations for implementing the Family Planning (FP) services through PPP mode (franchising model) in the States of UP and Bihar.

For overview of the existing system, scope, pre-qualification criteria, terms and conditions of EOI and suggested response formats, please visit our website <http://www.jsk.gov.in> & <http://mohfw.nic.in/>

Interested Service Providers who meet the pre-qualification criteria may furnish their Expression of Interest with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory, on or before 21/4/2016 by 3:30 pm at the following address:

Executive Director

Jansankhya Sthirata Kosh (JSK)

285, August Kranti Bhawan,

Bhikaji Cama Place,

New Delhi-110066

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Part I:

General Terms

1. OBJECTIVE OF THE EXPRESSION OF INTEREST (EoI)

Government of India had introduced a Public Private Partnership (PPP) scheme in 2007 to accredit local private doctors, stand alone nursing homes, and community based organizations/NGOs in delivery of family planning services to improve awareness and uptake of these services. This PPP scheme has now been improved upon to plug the gaps and weaknesses and make the scheme more efficient and attractive to the private sector.

Jansankhya Sthirata Kosh (referred to as Master Franchiser (MF) hereinafter) will introduce Social Franchisee Scheme (SFS) as Public-Private Partnerships (PPPs) by contracting agencies who will work as Social Franchising Organizations (SFOs). They will work at least 4-5 adjacent districts of UP and/Bihar and further contract local Private Health Provider (PHP), stand alone clinics, private accredited facilities, community based health organizations, NGOs working in the health sector to join a branded franchised chain for providing quality family planning services. MF will have the right to allocate a group of district to the SFOs. SFOs and PHP will work under the brand name given by the Master Franchiser only. In exchange the MF will offer administrative/ operational cost and supply contraceptives/commodities free of cost to the providers along with necessary guidelines for the services. In addition MF will be involved in demand generation activities such as communication and mass media promotion, skill training, and other necessary hand holding of the SFOs & PHPs.

Social franchising focuses on twin objectives of enhancing equity of access to health care especially family planning and a high level of financial sustainability. This arrangement is expected to make family planning programme more efficient and equitable, increase coverage and reach, and reduce the operational burden on the government. It will also help in improving access to essential family planning services due to unavailability or shortage of public providers.

2. EoI ISSUING AUTHORITY

This Expression of Interest is issued by Jansankhya Sthirata Kosh (MF), an autonomous body under Ministry of Health & Family Welfare, GoI, intended to invite potential agencies working in the field of delivering family planning services to work as Social Franchising Organization (SFO). MF reserves the right to reject any or all the offer without assigning any reason.

3. TENTATIVE CALENDAR OF EVENTS

The following table enlists important timelines for completion of bidding activities:-

S.No.	Milestone	Date and Time (DD-MM-YYYY) hh:mm)
3.1	Advertisement of Expression of Interest	31/03/2016
3.2	Bidders Conference	08/04/2016, 3:30 pm
3.3	Last date for Submission of EoI Response	21/04/2016, 3:30 pm
3.4	Opening of EoI Responses	21/04/2016 4:30pm
3.5	Declaration of Short listed Firms	to be informed later

4. AVAILABILITY OF THE EoI DOCUMENTS

EoI can be downloaded from the MF website www.jsk.gov.in. The participants are expected to examine all instructions, forms, terms & conditions, project requirements and other details in the EoI documents. Failure to furnish complete information as mentioned in the EoI documents or submission of a proposal not substantially responsive to the EoI documents in every respect will be at the bidder's risk and may result in rejection of the proposal

5. BIDDERS' CONFERENCE

MF will host a bidder's Conference in Delhi at the JSK's main office (address given on page no-1). The Conference is tentatively scheduled as per the schedule given in Section 3.2. The representatives of the interested organizations (restricted to two persons) may attend the bidders' conference at their own cost. The purpose of the conference is to provide bidders with any clarifications regarding the EoI. It will also provide each bidder with an opportunity to seek clarifications regarding any aspect of the EoI and the program. The venue for the bid conference will be at the main office of JSK (address given on Page no-1).

6. VENUE & DEADLINE FOR SUBMISSION OF EOI

EoI Letters, in its complete form in all respects as specified in the EoI, must be submitted to MF, at the aforesaid address of JSK's main office at Delhi.

MF may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum to be made available on its website, in which case all rights and obligations will be of MF.

Executive Director

Jansankhya Sthirata Kosh (JSK)
285, August Kranti Bhawan,
Bhikaji Cama Place,
New Delhi-110066

PART II Scope of Work:-

Background

Jansankhya Sthirata Kosh (JSK) an autonomous body under the Ministry of Health and Family Welfare (MoHFW) was constituted on the recommendations of the National Commission of Population, to promote and undertake schemes, programmes, projects and initiatives to meet the unmet need for contraception, and reproductive & child health, aimed at achieving population stabilization at a level consistent with the needs of sustainable economic growth, social development and environment protection by 2045.

In convergence of same, MF intended to implement Social Franchising Scheme (SFS) by contracting agencies who will work as Social Franchising Organizations (SFOs). They will further contract local Private Health Provider (PHP), stand alone clinics, private accredited facilities, community based health organizations, NGOs working in the health sector to join a branded franchised chain for providing quality family planning services. SFOs and PHP will work under the brand name given by the Master Franchiser only in exchange of the MF will offer administrative/operational cost as well as supply contraceptives/ other commodities free of cost to the providers along with necessary guidelines for the services. In addition MF will be involved in demand generation activities such as communication and mass media promotion, skill training, and other necessary hand holding.

2. Tasks to be carried out by the SFO:-

SFOs having head quarters at the State will be responsible for identification & selection, implementation, facilitation, fund disbursal, back office to the operation, quality assurance of the service and overall monitoring of the scheme including reporting of all the information and performances.

They will have regional offices to collect the claims from the Private Health Providers (PHP), process the claims and make the reimbursement to PHP. The SFOs will also have the primary responsibility in facilitation of PHP accreditation, regular inspection, monitoring, grievance redressal etc.

In addition, **Over the lifetime of the contract, the SFOs will perform the following activities:**

<p>Task to be carried out by the SFOs</p>	<p>Administrative & General roles:-</p> <ul style="list-style-type: none"> • Facilitate all back-office operations of PPP scheme. • Invite applications from PHPs and facilitate accreditation and reaccreditation of PHPs including empanelment of service providers for sterilization with the District authority. • Specify Scope of Work and Performance standard for PHP with the help of MF. • Collect, compile and address/ forward PHP/ Client grievances. • Monthly reporting of the services to MF, State Health Society, District Health Society and other concern. • Quality assurance of the services rendered by the PHP. • Assist MF to issue reply letters to RTI & parliamentary questions if any arises.
	<p>Financial roles:-</p> <ul style="list-style-type: none"> • Scrutiny and validation of claims made by PHP based on sample checks. • Fund management and reimbursement of claims to PHPs within 8-10 days of receipt of claim. • Indemnity claims facilitation both for the clients and accredited PHP
	<p>Monitoring activities:-</p> <ul style="list-style-type: none"> • Regular monitoring of the services rendered by the PHP to ensure Quality Standards of services as laid down by Govt. of India, as also ensure client's satisfaction
	<p>Training & Orientation:-</p> <ul style="list-style-type: none"> • Orientation workshop for accredited PHPs about the SFS scheme • Will support MF in organizing and conducting

	<p>"Skill Development Trainings" for capacity building of PHPs e.g. No-Scalpel Vasectomy, Minilap Tubectomy under LA, Laparoscopy training , Interval & Post Partum IUCD insertion etc. at the identified Training Centres.</p>
	<p>Awareness generation, advocacy & IEC activities:-</p> <ul style="list-style-type: none"> • Provide necessary inputs and support to MF for demand generation, awareness activities, communication, branding and mass media promotion.
	<p>Logistics and Supply related role (such as IUCD and other Contraceptives/Commodities):-</p> <ul style="list-style-type: none"> • Manage inventory and distribution of commodity (IUCD and others) to the PHPs. • Interaction with MF/unit of MF in States/State Health Society/District Health Society, to obtain their information regarding stock of commodity and supplies at State level. • Monitoring of expiry and short expiry commodities and advice the MF regarding diversion of commodity to other needy. • Assist MF in forecasting the availability of commodity at the PHP level and alert MF in taking proactive measures for emergency procurement. • Assist MF to develop procurement plan on an annual basis, keeping in view of the requirement. • Develop systems for efficient quantification of commodities to avoid any mismatch between demand and supply and ensure availability at all levels. • Establish buffer stock levels for proper inventory. • Follow up for timely delivery of commodities and resolving issues related to logistics and supply chain. • Assist in trainings /workshops for capacity building of PHPs on Supply Chain and Inventory

	<p>Management.</p> <ul style="list-style-type: none">• Develop a standardized technical design/specification and guidelines for storage facilities, (i.e., warehouses, stores and cold rooms) and training and capacity building of staff at all levels so as to ensure best storage practices at all levels.
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**Part III:
Bidding Terms and
Pre-Qualification Criteria**

1. CONDITIONS UNDER WHICH THIS EOI IS ISSUED

- i) This EoI is not an offer and is issued with no commitment. MF reserves the right to withdraw the EoI and change or modify any part thereof at any stage. MF also reserves the right to disqualify any bidder, should it be so necessary at any stage.
- ii) MF reserves the right to withdraw this EoI if MF determines that such action is in the best interest of the Program.
- iii) Short-listed agencies would be issued formal Request for Proposal and inviting their technical and financial bids at a later date.
- iv) Timing and sequence of events resulting from this EoI shall ultimately be determined by MF.
- v) No oral conversations or agreements with any official, agent, or employee of MF shall affect or modify any terms of this EoI and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of MF shall be superseded by the definitive agreement that results from this EoI process. Oral communications by MF to bidders shall not be considered binding on MF, nor shall any written materials provided by any person other than MF.
- vi) Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against MF or any of their respective officials, agents, or employees arising out of, or relating to this EoI or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- vii) Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.
- viii) Each applicant shall submit only one Pre-qualification requirements proposal.

2. RIGHTS TO THE CONTENT OF THE PRE-QUALIFICATION PROPOSAL/EOI

For all the response received before the last date and time of submission, the pre-qualification proposals and accompanying documentation of the EOI will become the property of MF and will not be returned after opening of the proposals. MF is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the participants. MF shall not be bound by any language in the pre-qualification proposal indicating the confidentiality of the same or any other restriction on its use or disclosure.

3. ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

By submitting a pre-qualification proposal, each agency shall be deemed to acknowledge that it has carefully read all sections of this EoI, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

4. EVALUATION OF PRE QUALIFICATION PROPOSAL

The pre-qualification proposal/ EOI will be evaluated as per the requirements specified in the EoI and adopting the pre-qualification criteria spelt out in this EoI. The Bidders are required to submit all required documentation in support of the pre-qualification criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for evaluation.

5. LANGUAGE OF PRE QUALIFICATION PROPOSALS / EOI

The pre-qualification proposal/EoI and all correspondence and documents shall be written in English.

6. PRE-QUALIFICATION CRITERIA

A. The agency should have National presence and submit the copy of EPF Registration, Service Tax Registration & PAN Card, failing to produce those will amount rejection of the pre-qualification proposal.

B. i) Experience Criteria:-

Criteria	Supporting Documents
<ul style="list-style-type: none">• Minimum ten years' experience of work with Government of India and/ or State in health sector essentially family planning.• Current or prior experience of management of reimbursement of claims.• Experience of handling logistic, maintaining inventory and supply chain management of commodities preferably contraceptives.• Experience of Social marketing /Social Franchising/ rendering RH services through own clinics.• Operations at district level preferable with offices in States.	<ul style="list-style-type: none">• Details in expression of interest document.• Proof of experience/ Date of incorporation issued by the relevant authority.

ii) Financial Criteria:-

Criteria	Supporting documents
Financial criteria Annual Financial turnover should be more than Rs 15 crores.	Audited Balance sheet of the last three completed financial years.

iii) OTHER ESSENTIAL ELIGIBILITY TO BID

1. The Bidder may be a sole applicant (Single Entity) or a group of entities (not more than three entities) coming together as Consortium to implement the Project. For consortiums there are some additional requirements as given below.

2. The bidder cannot be an individual or group of individuals. Only registered entities such as companies registered under Companies Act, societies under Society Registration Act, trusts under Indian/State Trusts Act and recognized NGOs under any of the above Acts.
3. The bidder should not be at the same time running their own clinics for rendering family planning services at the Region of the States, or a person who is part of bidder will not be a member of State JSK unit, as it may cause conflict of interest.
4. Any entity which has been barred by the JSK, State Health society (SHS) or Government of India from participating in Projects would not be eligible to submit the Proposal, either individually or as member of a Consortium.
5. The bidder must have experience in working in the health sector in India.

Additional requirements for Consortiums

1. The Application should include the names of the organizations that form the consortium and the proposed role of each organization in the consortium.
2. Wherever required, the Application should contain the information required for each member of the Consortium.
3. Members of the Consortium shall nominate one member as the Lead Member. A Lead Member is a member of a consortium who meets the financial eligibility as mentioned in the 'qualifying criteria.'
4. If the consortium is selected to submit a proposal, the Lead Member of the Consortium cannot be changed.
5. Each member of a consortium must provide a letter on their organizations' letter head addressed to the Lead Member of the Consortium stating their intent to be part of the consortium, and signed by the authorized representatives. Lead member has to attach copy of this letter with bid.
6. A bidder applying as a Single Entity cannot at the same time be a member of a Consortium applying for this Project. Further, a member of a particular Consortium cannot be a member of any other Consortium applying for this Project.

C. The agency/organization should accompany documents proof / copies with respect to work experience, number of staff, expertise and statutory registration(s) of the agency.

D. A declaration from the agency/organization that the offer being submitted is as per the requirement given in this EoI is to be attached along with the response.

E. RESPONSE REQUIREMENTS

i) The Response to the Pre-Qualification Requirements shall be prepared in accordance with the requirements specified in this EoI and in the format prescribed in this document for each of the above mentioned qualifying criteria as proof of having the minimum requirements.

ii) Proposals must be direct, concise, and complete.

iii) The Pre-Qualification Proposal should be submitted in the sealed envelope with the following details.

Agencies/Organizations are requested to submit their responses for the Pre-Qualification Requirements in four (4) parts, clearly labelled according to the following categories:

1. Part I – Covering Letter

- a. Covering Letter from the Agency as per the format provided in Annexure – Form I

2. Part II – Details of the Organization

- a. This part must include a general background of the respondent organization (limited to 400 words) along with other details of the organization as per the format provided in the EoI (Annexure – Form II). Enclose the mandatory supporting documents listed in format.
- b. The respondent must also provide the financial details of the organization as per format provided in the EoI (Annexure – Form III). Enclose the mandatory supporting documents listed in format.

3. Part III – Relevant Experience

- a. Respondents must provide details (client organization, nature / scope of the project, project value experience as per the format provided in the EoI (Annexure– Form IV, V & VI). The work/service mentioned here should match with the quoted work/service by the respondent in order to satisfy the qualification requirements. Enclose the mandatory supporting documents listed in format.

4. Part IV – Proof of Fulltime Professionals in the Bidder’s Organization

The respondent must enclose certified copy by Statutory Auditor or Company Secretary of the respondent’s organization.

**Part IV:
Annexure –
Response Formats**

FORM I: COVERING LETTER

(Organization letter head)

[Date]

To,

Executive Director (ED)

Jansankhya Sthirata Kosh (JSK)
285, August Kranti Bhawan, Bhikaji Cama Place
New Delhi-110066

Dear Sir,

Ref: Expression of Interest Notice for hiring of agencies to work for Social Franchising Scheme (SFS) of JSK (MF) .

Having examined the Expression of Interest (EoI), the receipt of which is hereby duly acknowledged, we, the undersigned, intend to submit a Pre-qualification requirements proposal in response to the EoI for hiring agencies to implement Social Franchising Scheme (SFS) who will work as Social Franchising Organizations (SFOs). They will further contract local Private Health Provider (PHP), stand alone clinics, private accredited facilities, community based health organizations, NGOs, working in the health sector to join a branded franchised chain for providing quality family planning services. SFOs and all PHP will work under the brand name given by the Master Franchiser only.

We attach hereto the response as required by the EoI, which constitutes our proposal.

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 the MF 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 short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process, we are liable to be dismissed from the selection process or termination of the contract during the contract period, if selected to do so, for providing the services enlisted under the role and responsibility of agency to be hired for SFS.

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 agency/organization/ Society/ NGO and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated -

(Signature with Seal/Stamp)

Witness Signature:

(Name of authorized Person)

i) Witness Name:

(Name and Address of Company)

ii) Witness Address:

FORM II: GENERAL DETAILS OF THE ORGANIZATION

Name of the Agency/organization	
Nature of Business/services rendering	
Date of incorporation	
Date of commencement of services rendering	
Address of Head Quarter	
Address of registered office in India	
Other relevant information	
Phone No.	
Fax	
Email	

Form III:- Financial details of the Organization:-

	FY 2012-13	FY 2013-14	FY 2014-15
Revenue (in INR)			
Profit before Tax (in INR)			
Other relevant information			

Mandatory Supporting documents:-

- a. Auditor Certified financial statements for the last three financial years; 2012-13, 2013-14, and 2014-15 (Please include only the sections on P&L, revenue and the assets, not the entire balance sheet.)
 - b. Unaudited financial statements certified by the Company auditor for the latest year (2015-16) (in case the auditor certified statement for 2015-16 is not available)
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Form IV : Details of full time staff working with their position /designation in the organization, qualification, experiences, years of working in the organization, present assignment/working etc.

Other Relevant Information

Mandatory Supporting Documents:-

Letter from the client duly indicating the salient points like cost, period, scope of services and successful completion of the work

Form V:- (a) Experience of Social Marketing/Social Franchising/rendering RH Services through own clinics:-

	Social Marketing	Social Franchising	rendering RH/FP services through own clinics
No. of Years of experiences			
Name of State			
Current Status			

(b) Experience in Logistics & Supply management/ Claim management – provide details of activities and years of experiences

C) Experiences in work on PPP model if any – provide details

Form VI:- Details of Consortium (if any):-

Names of the organizations that form the Consortium	
Proposed role of each organization in the Consortium	
Relevant information related to each members of Consortium	
Lead member of Consortium	
Relevant details of lead member	

Mandatory supporting documents:-

- Certificate to the effect that members of consortium are not barred by the JSK, State Health Society (SHS) or Government of India from participating in Projects, either individually or as member of a Consortium.

