

Fact Sheet for Hiring of the Consultants for Generating Awareness on HIV/AIDS on project roads under Phase I& II of World Bank Aided Punjab State Road Sector Project, [Package 3, Phase II of PSRSP]

Sr. No.	Consultant Name	Technical Score	Proposal Price (Excluding Taxes)	Total Proposal Price (Including all taxes)	Final Ranking of each consultant
			INR	INR	
1	Advantage India, New Delhi	86.34	Rs. 13096000.00	Rs.13096000.00	1st
2	Development Institute for Systems Alternatives , Lucknow	72.91	Financial Proposal not opened; firm does not qualify minimum criteria of 75 marks.	-	-
3	Voluntary Health Association of Punjab, Chandigarh	71.24	Financial Proposal not opened; firm does not qualify minimum criteria of 75 marks.	-	-
4	Development Management Trust, New Delhi	65.45	Financial Proposal not opened; firm does not qualify minimum criteria of 75 marks.	-	-
5	Indian Non Government Organsiation Association , Punjab in association with South Asian Foundation for Human Initiatives, Calcutta.	Non Responsive	Non Responsive; Part of Financial Proposal was included in Technical Proposal.	-	-

Selected Consultant: On the basis of Combined Evaluation, the Consultant /NGO,M/s Advantage India , New Delhi being the single qualifying firm was awarded the contract amounting to Rs.13096000.00 (inclusive of all Taxes) for Generating Awareness in public on HIV/AIDS on project roads under Phase I & Phase II of PSRSP.

The time duration of the agreement shall be 48 months; period beginning from 19.11.07. Key services to be provided under this assignment are:

- a) To prepare public information campaign designed to change road user behavior on and around highways.
- b) To manage the delivery of a public information campaign through a variety of means.
- c) To monitor and evaluate the effectiveness of the campaign with a view of improving results in the future.