REQUEST FOR PROPOSAL (RFP Code: HCLF/RFP/Uday/HLT/27052019\_RS)

***HCL Foundation Invites Proposals from NGOs/CSR Implementing Agencies on ‘Road Safety Campaign’ under its flagship program ‘HCL UDAY’***

***Implementation Locations: NOIDA, Lucknow, Chennai, Bangalore***

|  |  |
| --- | --- |
| **RFP released by** | HCL Foundation |
| **RFP Code** | HCLF/RFP/Uday/HLT/27052019\_RS |
| **Program Name** | HCL Uday – *Road Safety Campaign* |
| **Date of RFP** | Friday, 28th June 2019 |
| **Last date for submission** | Wednesday, 24th July 2019 |
| **Location** | *NOIDA, Lucknow, Chennai, Bangalore* |

**About Us**

HCL Foundation (HCLF) was established in 2011 as the CSR arm of HCL Technologies. It is a value-driven not- for-proﬁt-organization, that strives to contribute towards national and international development goals, bringing about lasting positive impact in the lives of people, through long term sustainable programs. The foundation aims to alleviate poverty and achieve inclusive growth and development.

Presently HCL Foundation is implementing four flagship programs, namely [HCL Samuday](https://hclsamuday.com/) & [HCL Grant](http://hclgrant.hcltech.com/) – Rural Development initiatives, HCL Uday – an Urban Development Initiative and Power of 1 – HCL’s volunteer engagement program. Details for all these programs can be found on our website –

[**www.hcl.com/hclfoundation**](http://www.hcl.com/hclfoundation)

Recently, HCL Foundation has also introduced 3 new initiatives- *Harit –* the Green Spaces Initiative, Project Clean Noida, and the HCL Foundation Academy.

This Request for Proposal is with regards HCL Uday – HCL Foundation’s Urban Development initiative.

**Link to Videos:**

**HCL Foundation Video –** [**https://youtu.be/GW9oTI28BuQ**](https://youtu.be/GW9oTI28BuQ)

**HCL Uday Video –** [**https://youtu.be/hGlrFI7qlR0**](https://youtu.be/hGlrFI7qlR0)

**HCL Uday**

HCL Foundation’s flagship urban community development program - UDAY, seeks to create green, clean, healthy and empowered communities. Aligned with the Sustainable Development Goals, it is developing an **integrated solution to break the vicious cycle of urban poverty**.

Defining Uday’s approach is its intrinsic belief that urban poor aspire to a life of dignity and self- respect. With the right opportunities, they can take charge of their lives, dare to imagine a different future and work towards it. Our strategies are carefully designed, such that they speak both to their environment and to their ambitions.

Uday’s unique **‘Convergence’ approach** brings this philosophy to life. Uniting critical stakeholders– the state, non-profits and HCL volunteers in a rich partnership, it meets its responsibility to the community and supports them in realising their dreams.

Currently being implemented in 11 cities in partnership with like-minded organisations, HCL Uday is now poised to scale – both in terms of depth of the intervention as well as scale of its reach.

## Road Safety under Health & Well Being for All

HCL Foundation works on creating equitable, universal access to health for all, reducing morbidity and mortality to enhance health & well-being at all stages of the life, that leads to enhanced opportunities to lead a high quality life for all for people living below poverty line by strengthening the state health delivery systems. In the past, HCL Foundation has been working on improving maternal and child health outcomes, reduction in disease burden and population stabilization. According to the Sustainable Development Goals, it is important to address other health risks such as road accidents, to reduce morbidity and mortality, HCL Foundation is requesting for proposals towards its road safety endeavors.

Road safety is a rapidly growing global cause of concern as it leads to disabilities, fatalities and impacts individuals, communities and countries. This has a detrimental effect on the economy of the country and public health outcomes as it is one of the leading cause of death. According to the Ministry of Road Transport & Highways, In India, 3 people lose their lives every 10 minutes due to road accidents, especially between the age group of 18 to 45 years[[1]](#footnote-1). The National Crimes Record Bureau[[2]](#footnote-2) states that due to rapid growth of the road network and rise in the number of vehicles, road accidents rose by 3.1% in 2015 from 4,50,898 in 2014 to 4,64,674 in 2015. The number of deaths also rose by 5.1 % in the same period. According to the National Crimes Record Bureau, the maximum number of road traffic deaths took place in Kerala, Uttar Pradesh and Chhattisgarh. Analysis of traffic accidents reveal that the maximum number of accidents took place during 9 am to 12 pm and 3 pm to 6 pm i.e. the office rush hours with two wheelers accounting for 29.3% of fatalities followed by trucks/lorries at 19.4%, cars at 12.4% and buses at 8.3% in 2015. The major causes of fatalities in road accidents were due to over speeding and careless driving while the maximum number of accidents took place near residential areas, pedestrian crossing and near schools/ college/other educational institutions. Deaths due to crashes on India’s road network account for nearly 13% of the global 1.2 million road deaths each year. The World Health Organization (WHO) forecasts that road crash will be the 5th leading causes of all deaths by 2030[[3]](#footnote-3).

In March, 2010, WHO launched the Decade of Action for Road Safety 2011–2020 to reduce the number of deaths due to traffic accidents in member nations. The Sustainable Development Goals also focus on road safety (Goal 3.6- to reduce global deaths and injuries from road traffic accidents) under Goal 3 (ensure healthy lives and promote well-being for all at all ages). The Decade of Action on Road Safety recommends a five pronged intervention comprising of:

* Road Safety Management
* Safer Roads and Mobility
* Safer Vehicles
* Safer Road Users
* Post-crash Response

## Purpose of this RfP

HCL Uday’s success is drawn mainly from the ‘convergence’ model where NGOs, duty bearers, communities and HCL Foundation come together and work towards integrated community development. This project is now in scaling up phase in all cities, where HCL has a presence.

The purpose of this document is to Request for Proposals (RfPs) in line with the standards of HCL Foundation. Respondents are requested to submit their proposals on the basis of detailed instructions given below to set up high impact projects under the HCL Uday Program in the proposed locations using innovative and sustainable models in the given thematic areas.

## Scope of work

Reputed NGOs/agencies may submit proposals along with a brief need assessment report for awareness generation and safe road behavior in Gautam Buddh Nagar, Lucknow, Chennai and Bangalore as per the scope defined below:

* Raising road safety consciousness among road users.
* City wide Mass Communications Campaigns with slogan-based approach appealing to the citizens with messages such as ‘Don't Overspeed’, ‘Don't Drink and Drive’, ‘Follow Lane Discipline’, ‘Be Alert on the Road’, helmet usage, seat belt usage, etc.
* Capacity Building and Training of Trainers programs for HCL Foundation team, HCL employees, government schools teachers, anganwadi workers and helpers, teachers and instructors in HCL Bridge Education Centers (*Gurukuls*), Skilling Centers (*Yuvakendra*) and major educational institutions, etc. under HCL Uday on safe road behavior.
* Promotion of Safe Zones near government chools, anganwadi centres, *gurukuls, yuvakendra* and health centers.
* Workshops in government schools, anganwadi centres, *gurukuls, yuvakendra* for targeted behavior change towards safe road behavior and road safety peer leaders.
* Technology enabled solutions as specialized applications for promoting safe road behavior, working in close collaboration with Traffic Police.
* Capacity building for corporate cab drivers and corporate employees on safe road behavior.
* Organizing quiz competitions, essay competitions, painting competitions, for school/ college students.
* Cultural activities/ events promoting road safety, such as puppet shows/ plays etc.
* Reflective Stickers on Stray Animals, any other strategies to protect livestock and animals from road accidents.

*Please note that the above list is indicative and organizations are free to submit suitable strategies and activities keeping to the purpose of RFP.*

**Target b*eneficiaries***

* Location 1: Gautam Buddh Nagar, Uttar Pradesh

Program Participants: People benefitting from mass communication campaigns, 50 Anganwadi centers, 70 Government Schools, 4 to 5 Major Educational Institutions, Teachers at 45 Gurukuls and 5 Yuvakendra including centers for especially abled youth, 2 CHC and 3 PHC in Gautam Buddh Nagar.

* Location 2: Lucknow, Uttar Pradesh

Program Participants: People benefitting from mass communication campaigns, 15 Anganwadi centers, 30 Government Schools, 4 to 5 Major Educational Institutions, Teachers at 8 Gurukuls and 12 Yuvakendra including centers for especially abled youth.

* Location 3: Chennai, Tamil Nadu

Program Participants: People benefitting from mass communication campaigns, Collaboration with Smart City Programs, 23 Government Schools, Teachers at 29 Gurukuls and 8 Yuvakendra centers.

* Location 4: Bangalore, Karnataka

Program Participants: People benefitting from mass communication campaigns, 15 Government Schools, Teachers at 3 Gurukuls and 3 Yuvakendras and the Electronic City- Silk Board.

Reputed NGOs/agencies may submit proposals as per their strength and area of expertise.

All proposals must be submitted as per ‘**HCL Uday**’ and as per the prescribed **Proposal Format** along with ***Annexure A (Budget)*** and ***Annexure B (Gantt Chart****).* **All 3 formats can be downloaded from the link below:**

[**HCL F - Proposal Formats**](https://drive.google.com/open?id=1VKQc6JVMPJJ_6iR2Umx2k_3bnwP-qd5x)

**Budget:** Budget must be submitted as per the attached template. Please provide detailed break-up of each line item and all sub-line item costs with clear budget explanatory notes. Any taxes including Service Tax, Sales Tax, Value Added Tax or any other applicable tax, duty, cess or levies, must be quoted separately from the price of goods and services. The terms of payment along with a tentative timeline must also be attached.

**Gantt Chart:** The Gantt Chart must detail the comprehensive list of activities proposed in the proposal along with a tentative timeline. A sample Gantt Chart can be downloaded from the link above. NGOs/Implementation Agencies may make the required changes in the Gantt Chart as per the activities proposed by them.

## Submission Details & Deadlines

**Please submit proposals by 24th July, 2019 to Ms. Meha Tiwari (**[**tiwari.m@hcl.com**](mailto:tiwari.m@hcl.com) **) marking Mr. Shashank Khare (**[**shashank.khare@hcl.com**](mailto:shashank.khare@hcl.com)**) in cc.**

Please send in your submissions with **Subject Line** in the given format: **HCLF/RFP/Uday/**27052019\_H**/<Name of Organization or IA>**

**Proposals must be submitted along with Budget and Gantt Chart ONLY in the formats shared on the link**. Proposals not shared in the given format are liable for rejection. Proposals received after the due date and time will not be considered.

All enquiries regarding this RfP should be made **20st July, 2019** via email to [**tiwari.m@hcl.com**](mailto:tiwari.m@hcl.com) **and** [**shashank.khare@hcl.com**](mailto:shashank.khare@hcl.com)

## Terms & Conditions

**Duration of the project:** Duration of the project may vary from 12 to 15 months.

**Deadline:** Proposals received after the designated deadline are subject to rejection by HCL Foundation.

**Validity:** Your proposal must remain valid for a minimum of six (6) months from the date of receipt by HCL Foundation.

**Negotiations:** The most competitive proposal is requested. It is anticipated that the contract will be awarded on the basis of merit of proposal. However, HCL Foundation reserves the right to request responses to questions and conduct negotiations with any potential agency/consultant prior to awarding a contract.

**Rejection of proposal:** This document is a request for proposals only, and in no way binds HCL Foundation to make an award. HCL Foundation reserves the right to reject any and all offers received and/or to cancel the RFP. HCL Foundation will not be obliged to either inform or provide a justification for rejection of proposals.

**Incurring costs:** HCL Foundation will not be liable for any cost incurred during preparation, submission, or negotiation of an award for this RFP.

**Financial responsibility**: Proposals must certify the financial viability and adequacy of resources of the agency/organization to complete the proposed assignment within the agreed time frame and in conformity with the agreed terms of payment. HCL Foundation reserves the right to request and review up to the last three financial statements and audit reports including schedules and annexures, as part of the basis of the award if required.

**Branding aligned:** HCL Foundation has set brand guidelines that should be incorporated and followed while demonstrating the Foundation’s brand.

**Copyright and Patents:** HCL Foundation shall be entitled to all copyrights, patents and other proprietary rights and trademarks with regard to the products or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequences of or in the course of the execution of the contract. All plans, reports, recommendations, estimates, documents and data compiled by the service providers under the contract shall be the property of HCL Foundation and shall be treated as confidential. All confidential documents should be delivered to the relevant people within HCL Foundation during the project duration and upon completion.

1. <http://www.missionroadsafety.com/annexure.xlsx> [↑](#footnote-ref-1)
2. <http://ncrb.gov.in/StatPublications/ADSI/ADSI2015/chapter-1A%20traffic%20accidents.pdf> [↑](#footnote-ref-2)
3. <https://www.who.int/ith/other_health_risks/injuries_violence/en/> [↑](#footnote-ref-3)