



ABSTRACT

Health and Family Welfare Department - Tamil Nadu Health Systems Project –Non Communicable Diseases prevention and treatment programme – Information Education and Communication / Behaviour Change Communication activities of Tamil Nadu Health Systems Project for mass media (Telecasting/Broadcasting of Television commercials/Radio spots) – Hiring of consultant on Single Source Selection Basis - Proposals approved – Orders issued.

HEALTH AND FAMILY WELFARE (EAP1/1) DEPARTMENT

G.O.(2D) No.114

Dated:17.10.2014
Thiruvalluvar Aandu – 2045
Jaya Puratasi – 31

Read:

- 1) G.O. (2D) No.90, Health and Family Welfare (EAP 1/1) Department dated: 26.09.2013.
- 2) G.O. (2D) No:99, Health and Family Welfare (EAP 1/1) Department, dated: 26.09.2013.
- 3) G.O. (2D) No.100, Health and Family Welfare (EAP1/1) Department, dated: 26.09.2013.

Read also:

From the Project Director, Tamil Nadu Health Systems Project, Letter No.06172/ E1 / HSP / 2013 dated:09.08.2014.

ORDER:

In the G.O. 1st read above the Government sanctioned Rs.366.00 lakh for the deployment of Television commercials in Television Channels and deployment of Information Education and Communication print materials like Posters, Stickers, Flipbooks, Pamphlets, etc., on the implementation of Comprehensive Emergency Obstetrics and Newborn Care (CEmONC), Tribal Health and Cervical Cancer Treatment programmes by utilizing the prototypes already developed.

2. In the G.O. 2nd read above the Government sanctioned Rs.313.86 lakh for replication of 3,000 copies of DVDs of Television commercials and Radio spots and also to deploy Television commercials in Television Channels on Breast Cancer, Diabetes Mellitus and Cardio Vascular Diseases by utilizing the prototypes already developed.

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3. In the G.O. 3rd read above the Government sanctioned Rs.442.00 lakh for the deployment of Radio spots in Radio channels and Television commercials in Railway Closed Circuit Televisions on the implementation of Non Communicable Diseases prevention and treatment programme, implemented by the Tamil Nadu Health Systems Project.

4. In all the 3 cases, the Government permitted the Project Director, Tamil Nadu Health Systems Project to extend the services of the Consultant already hired towards Information Education and Communication/Behaviour Change Communication Activities of Tamil Nadu Health Systems Project for Mass media (Telecasting / Broadcasting of Television commercials/Radio Spots), as per procedures and approval of World Bank, to carry out the activities.

5. The Project Director, Tamil Nadu Health Systems Project, in the reference cited, has reported that the World Bank had given no objection for carrying out the activity for mass media activities (Telecasting/Broadcasting of Television commercials/Radio spots in Television / Radio channels) however, instructed to execute a "new contract on single source selection basis" with the consultant already hired towards Information Education and Communication/Behaviour Change Communication activities of Tamil Nadu Health Systems Project for mass media (Telecasting/Broadcasting of Television commercials/Radio spots) for deployment of Television commercials / broadcasting of radio spots" as per an agreed media plan. The Project Director has reported that in view of the remarks of the World Bank, a new contract on "Single Source Selection" basis was signed with the consultant already hired towards Information Education and Communication / Behaviour Change Communication activities of Tamil Nadu Health Systems Project for Mass media (Telecasting / Broadcasting of Television commercials / Radio spots) for deployment of Television commercials / broadcasting of radio spots" as per an agreed media plan for 121 days instead of to " extend the services of the Consultant firm already hired towards Information Education and Communication / Behaviour Change Communication activities of Tamil Nadu Health Systems Project for mass media (Telecasting/Broadcasting of Television Commercials/Radio spots)", as ordered in the Government orders read above, in anticipation of approval of the Government.

6. The Project Director, Tamil Nadu Health Systems Project had therefore placed a proposal before the State Empowered Committee in the meeting held on 01.08.2014 to ratify the action of having executed a new contract on Single Source Selection Basis with the Consultant already hired instead of extending the services of the Consultant firm already hired. The State Empowered Committee had approved the proposal and accordingly, the Project Director has requested the Government to issue orders in the matter.

7. The Government, after careful consideration, permit the Project Director, Tamil Nadu Health Systems Project to execute a "new contract on Single Source Selection basis" with the consultant already hired towards Information Education and Communication / Behaviour Change Communication activities of Tamil Nadu Health Systems Project for Mass media (Telecasting / Broadcasting of Television commercials / Radio spots) for deployment of Television commercials / broadcasting of radio spots" as per an agreed media plan for 121 days at a cost not exceeding INR 10,60,00,001(inclusive of all taxes), (Rupees Ten Crores sixty lakhs and one

p-t-o.

rupee only) instead of to " extend the services of the Consultant firm already hired towards Information Education and Communication / Behaviour Change Communication activities of Tamil Nadu Health Systems Project for mass media (Telecasting/Broadcasting of Television Commercials/Radio spots)", as ordered in the Government orders read above.

8. The action of the Project Director, Tamil Nadu Health Systems Project, in having executed the contract in anticipation of approval of the Government is ratified.

9. This order issues with the concurrence of the State Empowered Committee constituted in G.O. (Ms).No.28, Health and Family Welfare Department, dated 28.02.2005 and Finance Department vide its U.O.No.49841/H-II/2014 dated:13.10.2014.

(BY ORDER OF THE GOVERNOR)

J.RADHAKRISHNAN
SECRETARY TO GOVERNMENT

To
The Project Director,
Tamil Nadu Health Systems Project, Chennai- 6.
The Principal Accountant General (A&E), Chennai - 18.
The Principal Accountant General
(Audit I), Chennai -18.
The Pay and Accounts Officer (South), Chennai - 35.
The Director of Medical and Rural Health Services, Chennai -6.

Copy to:

The Secretary to Government of India,
Ministry of Health and Family Welfare, New Delhi - 11.
The Country Director - India, The World Bank, New Delhi Office,
70, Lodhi Estate, New Delhi - 3.
The Finance (Health -II) Department, Chennai - 9.
Health and Family Welfare (Data Cell) Department, Chennai-9.
SF/SC.

// FORWARDED BY ORDER //

28/10/14
SECTION OFFICER
20/10/14