

D. Contracting of Service Providers for Advocacy, Communication, and Social Mobilization (ACSM) Services for Tuberculosis



TB Hospital, Jilla Panchayat,
Mehsana, Year: 2021-22



TB poses a significant public health threat, compounded by low health-seeking behaviors, stigma, and lack of awareness. The National TB Program (NTP), with support from donor agencies and NGOs aimed to contract specialized ACSM providers to lead community engagement efforts.

About the project

The process and outcomes of contracting service providers for ACSM services under the national TB response program was initiated. A

national call for proposals was advertised, generating interest from 22 organizations, with 15 submitting proposals. An evaluation committee selected five providers based on technical capacity and coverage through a transparent procurement process to cover 12 priority districts, expected to advance the TB program's communication targets in line with the National Strategic Plan (NSP). Activities began in July 2025, including radio jingles, storytelling sessions, and community drama. Monthly progress reports are submitted by each



provider, with oversight by NTP regional officers.

Objective

To enhance public awareness, community engagement, and treatment-seeking behaviors in high TB-burden areas.

Output and Outcome

In Mehsana district, a sensitization workshop was conducted at the Jilla Panchayat for PRI members focused on Tuberculosis (TB), with 75 members in attendance. Additionally, 11 events were organized at the Taluka Health Offices in Mehsana, Unjha, Kadi, Vijapur, Visnagar, Kheralu, Vadnagar, Becharaji, Jotana, and Satlasana Talukas to raise awareness among PRI members about TB, with 50 participants each in these events.

Overall, 106 events were conducted as part of the campaign, which included various informational and educational activities such as public awareness initiatives, poster presentations, community meetings in slum areas, and activities in schools and colleges, along with patient-provider interactions.

Recommendations

- Enhance technical support for service providers, particularly in monitoring and evaluation (M&E).
- Consider multi-year contracts to promote sustained ACSM impact.
- Integrate TB ACSM initiatives with broader community health programs.

