



EXPRESSION OF INTEREST

NRHM REF: No NRHM/EOI/26/1008-09/36669

Date: 4/12/2013

National Rural Health Mission invites “**Expression of Interest**” from reputed producer/production house for producing Audio & Video Spots under NRHM, ASSAM. Interested agencies may visit the website www.nrhmassam.in for the detailed notice inviting “expressions of interest”. Based on details furnished thereon, agencies may submit their “expressions of interest” with all requisite credentials so as to reach the address below on or before 16th December, 2013

For further details www.nrhmassam.in

Mission Director, National Rural Health Mission
Saikia Commercial Complex, Shreenagar Path, Christian Basti, G S Road, Guwahati-
781005, Assam



OFFICE OF THE MISSION DIRECTOR
NATIONAL RURAL HEALTH MISSION, ASSAM
Saikia Commercial Complex. Christan Basti. Sri Nagar Path. Guwahati-05
Website: www.nrhmassam.in

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DETAILED NOTICE INVITING “EXPRESSIONS OF INTEREST” (EOI)
FOR
PRODUCTION OF VIDEO & AUDIO SPOT

1) BACKGROUND:

NRHM, Assam is seeking proposal from interested producers/ Production Houses for production of video and audio spot in Assamese and Bengali languages or any other regional language. The programme will cover issues related to health at grassroot level, different health related programmes implemented by the Government and matters related to NRHM.

2) INVITATION FOR “EXPRESSION OF INTEREST”

NRHM Assam invites “expressions of interest” from reputed Producers/ Production Houses to produce the programme and make arrangement to submit the video and audio CD/DVD of the program to the releasing agency for telecasting and broadcasting in electronic media.

Format of the programme- AUDIO and VIDEO FORMAT

Programme Duration: Spots 60 seconds in general and may vary according to need.

“Expressions of Interest” along with prescribed documents should be sent by post/courier service or in person so as to reach the place of submission (indicated below) on or before 2:00 PM of 16th December 2013.

A brief of the requirements have been described in the following sections.

3) CREDENTIALS

Only agencies having the following credentials are requested to respond:

Sl No 1	Eligibility Criteria 2	Documents required 3
A	The producer/production house should have permanent office / studio in Assam	Trade License/registration certificate from competent authority
B	The producer should have experience in production of video and audio spot for the last five years in Govt.Sectors/Social Sector Projects etc. Producers having experience of producing spots on Health and Family Welfare Programme is preferable.	Attested copies of order/contracts of earlier works
C	The producer/production house should have experience in production of programmes on Health and Family Welfare Programme/social issues for atleast 25 video and audio spot (30-60 second duration).	Attested copies of order/contracts of earlier works showing the no. of episodes produced of thirty minutes duration.
D	The producer/production house should have ability to write scripts based on the concept provided by NRHM, Assam within the shortest possible time.	Details of manpower in the respective fields to be enclosed
E	Producer should be an empanelled producer of Prasar Bharati	Attested copies of order/contracts.
F	The producer/production house should have expertise in Assamese and Bengali languages	Attested copies of order/contracts of earlier works to be enclosed showing works in Assamese and Bengali language.
G	The Producer/Production should have complete studio with video and audio edit suits and outdoor recording setup.	Details of the infrastructure to be provided
H	Producer/Production House having sound financial standing with Average Annual Turnover of Rs 40.00 lakh during the last 3 financial years.	Agencies should provide Annual Turnover Statement for the last 3 financial years in the specified format at Annexure A certified by the Auditor/ Chartered Accountant
I	Any other useful information that may help the producer in proving his or her ability to do the programme	Supporting documents

4) EVALUATION / SELECTION PROCEDURE:

Evaluation / selection shall be carried out in the following stages:-

- (i) Agencies with sound financial background and reliable track record will be short-listed based on the responses against the notice inviting “expressions of interest”.
- (ii) The short listed agencies will be required to give presentation on (a) experience of producing audio-video spots and programme, (b) details of resources at their command such as studio facilities and equipments (c) availability of commercial artists for voiceover, background music, sound effects, camera, editing etc. **The agency will be required to present audio spot of 60 second duration produced by it on social issues**
- (iii) The final short listed agencies will be required to submit their price bid. Price bids of the shortlisted agencies shall be opened in presence of bidders.

5) PARTICULARS/DOCUMENTS TO BE SUBMITTED WITH SEAL / SIGNATURE AND A COVERING LETTER IN THE AGENCY’S LETTERHEAD:

(i) Details of the establishment:

- a. Name and address of the Producer/Production House.
- b. Name of the Producer/Production House.
- c. Bio-data of the Proprietor / Managing Director
- d. Certificate of registration of the firm / company.
- e. Certificate of registration for payment of Service Tax/VAT.
- f. Permanent Account Number (PAN) card
- g. Details of the profile of the Producer/Production House with staff pattern.
- h. Name of Creative Team and information on infra-structure for production.
- i. Earnest Money Deposit of Rs 60, 000/- (Sixty Thousand only) only in the form of Demand Draft/Bankers Cheque in favour of State Health Society, Assam. (EMD submitted in any other form without EMD shall not be entertained. The EMD of the successful bidder shall be retained till completion of the EOI period but shall not carry any interest. If the successful bidder fails to execute the agreement or withdraws his bid within the validity period of the bid, the EMD shall be forfeited. The EMD of the unsuccessful bidders will be returned within 30 days after the finalization of the EOI.)
- j. Any other useful information.

(ii) Other details/documents:

- k. Details/documents as mentioned under Sl no. 3 must be furnished.

6) LAST DATE AND TIME OF SUBMISSION OF EOI:

Interested agencies are requested to send their expression of interest in a sealed envelope, along with supporting credentials, so as to reach NRHM Assam on/before 2:00 PM of 16th December,

2013 at the following address. The envelope should be super-scribed / marked with:
“**PRODUCTION OF VIDEO & AUDIO SPOT**, DUE ON 16th December 2013”.

7) PLACE OF SUBMISSION:

Office of Mission Director, National Rural Health Mission
Saikia Commercial Complex, Sreenagar Path, Christian Basti, G S Road
Guwahati-781005, Assam

Annexure-A

ANNUAL TURNOVER STATEMENT OF THE BIDDER

The Annual Turnover of M/s _____ for the past three years are given below and certified that the statement are true and correct.

Sl No.	Year	Turnover in Lakhs
1.	2010-11	
2.	2011-12	
3.	2012-13	
Total		- Rs. _____ Lakhs

Seal & Signature of Chartered
Accountant/Auditor