



**OFFICE OF THE MISSION DIRECTOR  
National Health Mission, Assam  
Saikia Commercial Complex, Srinagar Path, Christianbasti, G.S Road,  
Guwahati-781005, Assam**

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No. : NRHM/EOI/26/2008-09/85558

Date: 01-08-2015

**DETAILED NOTICE INVITING “EXPRESSIONS OF INTERESTS” (EOI)  
FOR  
ASHA RADIO PROGRAMME UNDER NATIONAL HEALTH MISSION,  
ASSAM**

National Health Mission, Assam invites “Expression of Interest” from interested producers/ production Houses for production of 30 Minutes ASHA Radio Program meant for ASHA Activities working in rural areas. The “Expression of Interest” will be in two bids: 1) Technical and 2) Financial. The program will be in Assamese and Bengali language that will be aired in All India Radio.

**OBJECTIVE:** -The programme is meant specifically for awareness generation of ASHAs and community in general.

The program will cover issues related to health and hygiene, different health related programmes or schemes implemented by Govt. and matters relating to ASHA Activities.

**1) INVITATION FOR “EXPRESSION OF INTEREST”**

“Expression of Interest” from reputed producers/ Production Houses to produce the programme and make arrangement to submit the audio CD of the program to the prescribed stations of All India Radio/Private Channels.

**Format of the programme-** AUDIO (Narration, dram, music, interview of ASHA’s of all districts of Assam, one ASHA’s interview per episode.)

**Programme Duration:** 30 minute each episode.

“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 22<sup>nd</sup> August, 2015.

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

## **2) CREDENTIALS**

Only agencies having the following credentials are requested to respond:

<b>Sl. No.</b>	<b>Eligibility Criteria</b>	<b>Documents required</b>
<b>1</b>	<b>2</b>	<b>3</b>
A	The producer/production house should have at least three years experience in producing radio programme for Govt. Sector /Social Sector Projects etc.	Copies of order/contracts of earlier works
B	The producer/production house should have experience in production of programmes on health/social issues for at least 50 episodes (Each episode of thirty minutes duration)	Copies of order/contracts of earlier works showing the no. of episodes produced.
C	The producer/production house should have ability to write scripts based on the concept provided by NHM Assam within the shortest possible time.	Details of manpower in the respective fields to be enclosed.
D	The producer/production house should have experience of production of music and drama for Radio Programme	Copies of order/contracts of earlier works showing the experience in music and drama in radio programme to be enclosed.
E	The producer/production house should have expertise in Assamese and Bengali languages.	Copies of order/contracts of earlier works to be enclosed showing works in Assamese and Bengali language.
F	The producer/production house should have one outdoor recording setup for ASHA's interview	Details of the infrastructure to be provided.
G	The producer/production house should have permanent office/studio in Assam	Certificate of Address proof
H	The producer/production house having sound financial standing with Average Annual Turnover of Rs.50.00 Lakhs during the last 3 financial years	Agencies should provide Annual Turnover Statement for the last 3 financials i.e.2012-13, 2013-14, 2014-15 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.

## **3) EVALUATION /SELECTION PROCEDURE:**

**Valuation/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 radio programme, b) details of resources at their command such as studio facilities c) availability of commercial artists for voiceover, background music, sound effects etc. **The agency will be required to present one radio programme of 30**

**minutes duration** produced by it which should be as per prescribed format mentioned under paragraph-2.

iii) The technical bid will be examined by the technical committee and only the shortlisted agencies.

**4) 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. Any other useful information.

**ii) Other details /documents:**

- j. Details/documents as mentioned under Sl. O.3 must be furnished.

**5) 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 NHM, Assam on or before 22<sup>nd</sup> August,2015 at the following address. The envelope should be super-scribed/ marked with "EOI FOR ASHA RADIO PROGRAMME.

**6) PLACE OF SUBMISSION:**

**OFFICE OF THE MISSION DIRECTOR  
National Health Mission, Assam  
Saikia Commercial Complex, Srinagar Path, Christianbasti, G.S Road,  
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**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.

<b>Sl. No.</b>	<b>Year</b>	<b>Turnover in Lakhs</b>
1.	2012-13	
2.	2013-14	
3.	2014-15	
<b>Total</b>		<b>Rs.....</b>

Seal & Signature of Chartered  
Accountant/Auditor



**EXPRESSION OF INTEREST  
FOR PRODUCTION OF ASHA RADIO PROGRAMME**

No. : NRHM/EOI/26/2008-09/85558

Date: 01-08-2015

National Health Mission invites “**Expression of Interest**” from reputed producer/production house for producing ASHA Radio programme under NHM, Assam. Interested agencies may visit the website [www.nrhmassam.in](http://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 22<sup>nd</sup> August, 2015

For further details and subsequent corrigendum, addendum (if any) please log on to website [www.nrhmassam.in](http://www.nrhmassam.in)

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