



**EXPRESSION OF INTEREST
FOR PRODUCTION OF ANIMATION FILMS**

NRHM REF: No NRHM/IEC-School Health/1063/2012-2013/27223 Date: 02/01/13

National Rural Health Mission invites “**Expression of Interest**” from reputed agencies for producing Animation Films under the Mission’s School Health Programme. 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 22nd January, 2013

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

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



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NATIONAL RURAL HEALTH MISSION, ASSAM
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File No: NRHM/IEC-School Health/1063/2012-2013/27223

Date: 02/01/13

DETAILED NOTICE INVITING “EXPRESSIONS OF INTEREST” (EOI)
FOR
PRODUCING ANIMATION FILMS FOR SCHOOL HEALTH PROGRAMME OF
NATIONAL RURAL HEALTH MISSION, ASSAM

1) BACKGROUND:

The National Rural Health Mission has been launched to carry out necessary architectural correction in the basic health care delivery system. The Mission adopts a synergistic approach by relating health to determinants of good health viz. segments of nutrition, sanitation, hygiene and safe drinking water. It also aims at mainstreaming the Indian systems of medicine to facilitate health care. The Plan of Action includes increasing public expenditure on health, reducing regional imbalance in health infrastructure, pooling resources, integration of organizational structures, optimization of health manpower, decentralization and district management of health programmes, community participation and ownership of assets, induction of management and financial personnel into district health system, and operationalizing community health centers into functional hospitals meeting Indian Public Health Standards in each Block of the Country. The Goal of the Mission is to improve the availability of and access to quality health care by people, especially for those residing in rural areas, the poor, women and children.

NRHM Assam, under its School Health Programme, endeavors to generate awareness of health and hygiene at the school level with the help of audio-visual aids. It also plans to screen animation films in these institutions on personal hygiene covering important areas such as hand washing, menstrual hygiene and communicable diseases like malaria, Japanese encephalitis, diarrhoea etc. to bring about requisite behavioral change in students.

2) INVITATION FOR “EXPRESSION OF INTEREST”

NRHM Assam invites “expressions of interest” from reputed agencies having experience of producing animation films for Government Departments/Government Organizations/Social Projects sponsored by reputed bodies like UNICEF, WHO etc.

Each animation film will be of approximate 8 minutes duration and are intended to be screened in schools with the aid of projectors.

“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 22nd January, 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:

- a) Agencies having prior experience of producing ANIMATION FILMS for Government Departments/Government Organizations/Social Projects sponsored by reputed bodies like UNICEF, WHO etc. (Agencies should provide details of at least two productions in the last five years with attested copies of work orders and certificates of completion of work.)
- b) Agencies having sound financial standing with Average Annual Turnover of Rs 12.00 lakh during the last 3 financial years. (Agencies should provide Annual Turnover Statement for the last 3 financial years i.e. 2009 – 2010, 2010 – 2011 & 2011 -2012 in the specified format at **Annexure A** certified by the Auditor/ Chartered Accountant.)
- c) Agencies having competent personnel with rich experience/credentials (Agencies should provide details of such personnel).
- d) Agencies having adequate infrastructure for the purpose of timely execution of job of production, post production and other allied activities. (Agencies should provide full details of infrastructure facilities / equipments at their disposal).

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 animation films, (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 screen one animation film produced by it. Based on the presentations, the list of agencies may be pruned further.
- (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 firm / company.
- b. Name of the Proprietor / Managing Director / Directors
- 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 firm / company with staff pattern.
- h. Any other useful information.

(ii) Other details/documents:

- i. 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 22nd January, 2013 at the following address. The envelope should be super-scribed / marked with: "EOI FOR ANIMATION FILM, DUE ON 22nd January 2013"

7) PLACE OF SUBMISSION:

Office of Mission Director, National Rural Health Mission
Saikia Commercial Complex, Shreenagar 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. | 2009-10 | |
| 2. | 2010-11 | |
| 3. | 2011-12 | |
| Total | | - Rs. _____ Lakhs |

Seal & Signature of Chartered
Accountant/Auditor