



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

NRHM REF: No NRHM/EOI/26/1008-09/45472

Date: 2/4/2013

National Rural Health Mission invites “**Expression of Interest**” from reputed producer/production house for producing ASHA RADIO PROGRAMME 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 12th April, 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**



OFFICE OF THE MISSION DIRECTOR
NATIONAL RURAL HEALTH MISSION, ASSAM
Saikia Commercial Complex. Christan Basti. Sri Nagar Path. Guwahati-05
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NRHM REF: No NRHM/EOI/26/1008-09/45472

Date: 1/4/2013

DETAILED NOTICE INVITING “EXPRESSIONS OF INTEREST” (EOI)
FOR
ASHA RADIO PROGRAMME UNDER NRHM, ASSAM

1) BACKGROUND:

NRHM, Assam is seeking proposal from interested producers/ Production Houses for production of 30 Minutes **ASHA Radio Program** meant for the ASHA Activists working in rural areas. The program will be in Assamese and Bengali language and will be aired in All India Radio. The programme is meant for awareness generation of ASHAs.

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

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 audio CD of the program to the prescribed stations of All India Radio/ Private Channels.

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

Programme Duration: 30 minutes 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 12th April 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:

SI No 1	Eligibility Criteria 2	Documents required 3
A	The producer/production house should have at least three years' experience in producing radio programme for Govt.Sectors/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 atleast 25 episodes (Thirty minutes duration each episode)	Copies of order/contracts of earlier works showing the no. of episodes produced of thirty minutes duration.
C	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
D	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 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	Producer/Production House having sound financial standing with Average Annual Turnover of Rs 35.00 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
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 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 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. Any other useful information.

(ii) Other details/documents:

- j. 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 12th April, 2013 at the following address. The envelope should be super-scribed / marked with: “EOI FOR ASHA RADIO PROGRAMME, DUE ON 12th April 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.	2009-10	
2.	2010-11	
3.	2011-12	
Total		- Rs. _____ Lakhs

Seal & Signature of Chartered
Accountant/Auditor