



**OFFICE OF THE MISSION DIRECTOR
NATIONAL RURAL HEALTH MISSION, ASSAM**

Saikia Commercial Complex, Christianbasti, Srinagar Path, G.S. Road, Guwahati-5
Website : www.nrhmassam.in E mail : misnrhm.assam@gmail.com

No. NRHM/Radio-ASHA/411/P-2/2009-10/29893

Date: 13/2/12

**Revised Advertisement Calling Request for Proposal
ASHA Radio Program**

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.

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

Interested Producers/ Production Houses should submit their proposals as per the advertisement. The last date of submitting proposals is **27/02/2012**. For details kindly visit NRHM, Assam [website www.nrhmassam.in](http://www.nrhmassam.in)

Mission Director NRHM &
Commissioner & Secy. Health & FW Deptt.
Govt. of Assam.



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1. Introduction

Request for proposal along with Court Fee Stamp/IPO of Rs 8.25 are invited 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.

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Interested Producers/ Production Houses should submit their proposals as per the advertisement. The last date of submitting proposals is **27/02/2012**. For details kindly visit NRHM, Assam **Website www.nrhmassam.in**

RFPs are invited in two-bid formats- Technical bid and Commercial Bid accompanied by an EMD of Rs 25,000 (Twenty five thousand only) in the form of Demand Draft/Bank Guarantee.

Sl No 1	Eligibility Criteria 2	Documents required 3
A	The producer/production house should have atleast three years experience in production of Radio programmes.	Copies of order/contracts of earlier works to be enclosed.
B	The producer/production house should have experience in production of programmes on social issues for atleast 25 episodes (Thirty minutes duration)	Copies of order/contracts of earlier works to be enclosed.
C	The producer/production house should have expertise in Assamese and Bengali languages	Copies of order/contracts of earlier works to be enclosed.
D	The producer/production house should have ability to write scripts based on the concept provided from NRHM, Assam within the shortest possible time.	Details of manpower in the respective field to be enclosed
E	Average annual turnover for last 3 (three) years should be of minimum 10,00000 (Ten Lakhs only)	Audited statements from Chartered Accountants should be enclosed
F	The producer/production house should have permanent office/studio in Assam	Certificate of Address proof
G	Any other useful information that may help the producer in proving his or her ability to do the programme	Supporting documents

2. The Eligibility Criteria and the documents required there for are given in the table below:

3. Technical Bid

1. Letter of submission of bid as per Annexure A with affixed Court Fee Stamp/IPO Rs 8.25.
2. Bids must be accompanied by EARNEST MONEY DEPOSIT (EMD) in the form of Demand Draft/Bankers Cheque in favour of State Health Society, Assam. EMD submitted in any other form or bids without EMD shall not be entertained. The amount of EMD shall be Rs 25,000 (Rupees twenty five thousand only). The EMD of the successful bidder shall be retained till completion of the bidding period but shall not carry any interest. If the successful bidder fails to execute the agreement and/or fails to deposit the performance security amount within the specified time, 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 bidding process.
3. All the documents mentioned in column 3 against the eligibility criteria (Slno.2) to be submitted.

4. Commercial Bid

Cost of production of One episode of 30 (thirty) minutes:-

Rs (Inclusive of all taxes)

Authorized Signatory
(Name & Designation, seal of the firm)



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No. NRHM/EOI/26/2008-09

Date:

Notice

It is for information to all concerned that the Advertisement calling for EOI for ASHA Radio Programme which was published on **24/12/11** stands cancelled. A fresh Advertisement calling for EOI/RFP will be published on **15/02/2012**.

Mission Director NRHM &
Commissioner & Secy. Health & FW Deptt.
Govt. of Assam.

RFP FOR ASHA Radio Program

Annexure A: Letter for Submission of RFP

To be submitted with RFP Application by Applicant

To
The Mission Director
National Rural Health Mission, Assam
Christianbasti, Guwahati-05
Assam
Sub: Submission of RFP for ASHA Radio Programme
Sir,

With reference to the above advertisement calling RFP we have examined and understood the instructions, terms and conditions provided in the RFP document. We hereby enclose our Technical Bid (COVER A) and Price Bid (Cover B) in the prescribed format as mentioned in RFP document.

We confirm that we agree with the instructions, terms and conditions provide in the RFP document. The undersigned declares that the statements made and the information provided in the duly completed applications are complete, true and correct in very detail.

We also understand that the authority is not bound to accept the offer either in part or in full. If the Department rejects the offer in full or in part, it may do so without assigning any reasons thereof.

Yours faithfully

Authorized Signatory
(Name & Designation, seal of the firm)