

EXPRESSION OF INTEREST (EOI)

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 agree 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 as per NRHM, Assam's Rate.. The last date of submitting proposals is 8th Jan'2012. For details kindly visit NRHM, Assam [website www.nrhmassam.in](http://www.nrhmassam.in)

Sd/
(Prateek Hajela, IAS)
Mission Director NRHM &
Commissioner & Secy. Health & FW Deptt.
Govt. of Assam.

Guidelines for NRHM ASHA RADIO Programs

- a) The producer should have at least three years' experiences in production of Radio programs for Govt.sectors.
- b) Only empanelled /Outside Producers of All India Radio will be approved for this program.
- c) The Producer should have experience in production of Health & Family Welfare programs for at least 100 episodes (30 minutes duration) in one language.
- d) The producer should be well equipped with outdoor set up.
- e) The Producer must have the experience of working for All India Radio in the field of music, drama and script writing. (Relevant documents should be attached).
- f) The Producer should have sound knowledge of Assamese and Bengali languages (Barak Valley) and other local languages of Assam.
- g) The producer should have the ability to write script based on the concept provided from NRHM, Assam within the shortest possible time.
- h) The producer should have ability to arrange suitable music required for the production.
- i) The Producer should have financial capacity to implement program up to Rs20,00,000 (Rupees Twenty Lacs) without any financial support from NRHM, Assam.
- j) Producer should produce an affidavit mentioning to abide by the selection of the Mission Director.
- k) The firm/agency shall affix Rs8.25 court fee/IPO
- l) The firm agency should have permanent office/studio in Assam.

Interested Producers/ Production Houses fulfilling the above criteria may submit EOI along with the **relevant documents**—

- m) Particulars of Producer along with Registration of Firm/ Production House.
- ii) Documentary evidence fulfilling the above mentioned criteria.
- iii) Annual Turnover for last 3 (three) years should be of minimum Rs. 30,00000 (Rupees Thirty Lacs only).
- iv) Income Tax return & Service Tax Return for last three years.
- vi) Name of Creative Team and information on infra-structure of production
- vii) Any other useful information that may help the producer in proving his/her ability to do the program.

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