

Eligibility criteria for agencies to express their interest

Compulsory eligibilities

- 1) The agency should have a minimum 3 years' continuous experience in the related field.
- 2) They should have previous experience of working for GoI/GoK/PSU
- 3) Full-fledged office should be in place in Thiruvananthapuram City with state-of-the-art infrastructure and manpower/creative personnel.
- 4) PAN number issued by the IT Dept in favour of the organization should be quoted.
- 5) Service Tax Registration number issued by the Central Excise Dept in favour of the organization should be quoted.
- 6) Resources to handle full-fledged multi-media communication should be established.
- 7) Creativity in development communication should be of high standard befitting the expectations of Arogyakeralam

Desirable eligibilities

The advertisement agencies will be selected following QCB system (Quality and Cost Based System) of procuring services, as per the RCH procurement guidelines

The procedure is as follows.

- 1) Inviting Expression of Interest (EOI) from agencies based on an eligibility-criterion developed. Press release will be published in leading dailies
- 2) Short listing the agencies on the basis of their meeting the eligibility criteria. As per the score sheet developed based on the eligibility criteria, marks will be given to the agencies.
- 3) Those agencies short listed, as per the score sheet will be called for briefing the creative strategy on a given subject for a given budget. Along with the creative brief a rate format will be given to the agencies to fill in and return sealed during their creative strategy presentation.
- 4) Short-listed agencies will, in the second stage, be required to make a presentation of creative strategy on a given subject for a given budget. The final selection of agency for empanelment would be done on the basis of creative strategy presentation
- 5) Inviting the agencies for the creative strategy presentation. Meantime they will also be asked to submit the rate format filled, as their financial bid.
- 6) A technical committee constituted by Arogyakeralam will evaluate the creative presentation of the agencies and assign marks on evaluation criteria developed.

Agencies will be ranked based on the marks obtained by the agencies for the creative strategy presentation.

- 7) Financial bid of only the final shortlisted agencies will be opened. Financial scoring and technical scoring on a 30: 70 ratio (70 for financial and 30 for technical) will be used for final selection.
- 8) Those agencies that agree to work on the above mentioned terms shall only express their interest.

List of documents to be enclosed while expressing interest

(Inability of submitting any of the documents listed below may disqualify the agency from considering for short listing)

- 1) Application form to be submitted in the format given by Arogyakeralam
- 2) Copy of the works of creative developed by the agency.
- 3) Copy of the communication assigning the PAN number issued by the IT Dept in favour of the organization
- 4) Copy of the communication assigning the Service Tax Registration number issued by the Central Excise Dept in favour of the organization

The agencies shall send the technical proposals in the prescribed formats in sealed envelopes and addressed to State Mission Director, NRHM Directorate, Directorate of Health Services, General Hospital Jn, Trivandrum-695035. The envelope shall be super scribed "Expression of Interest- Animated short films production".