



OFFICE OF THE MISSION DIRECTOR
NATIONAL HEALTH MISSION, MEGHALAYA
Directorate of Health Services, Red Hill Road, Laitumkhrach, Shillong-793003,
Email: nrhmmegh@gmail.com

No. DHS/NHM/IEC&BCC/79/2024-2025(I) (a)

Dated: Dt. 03.12.2024

Reference: No. DHS/NHM/IEC&BCC/79/2024-2025(I) Dated: 7th November, 2024

As per decisions made by the Tender Committee, pl see below the modified annexures for submission of Tender on

‘REVAMPING OF IEC DISPLAYS AT GANESH DAS GOVERNMENT MCH HOSPITAL, NEW BUILDING UNDER NHM, MEGHALAYA’

ANNEXURE I

Technical Qualification Criteria for IEC Assignment

| Criteria | Description | Marks Allocation |
|--|--|------------------|
| 1. Experience and Track Record in Health Campaigns | The agency should demonstrate relevant experience in executing successful IEC campaigns, particularly for national health missions (e.g., National Health Mission, Ayushman Bharat). Experience in similar campaigns at national or state level or working in the social sector for atleast 3 years within the state or country. Emphasis will be placed on prior work in generating information and awareness on health topics in an engaging and visible manner. | 20 Marks |
| 2. Creative Concept for Generating Awareness | The agency should submit a detailed creative proposal explaining how they will design and implement awareness materials for national health mission schemes. This will include the approach to attract attention, clarity of message, use of engaging visuals, and innovative techniques to ensure the content is appealing and informative. | 20 Marks |
| 3. Annual Turnover | Average Annual Turnover of the agency in any three financial years out of last five financial years ending March 2024 should be at least 1 Crore | 15 Marks |
| 4. Durability and Contamination-Resistant Display Methods | The agency must demonstrate its ability to use durable, waterproof, and contamination-resistant materials for the display systems, especially on walls or surfaces prone to exposure to environmental factors. This will include specific materials that ensure longevity and prevent contamination (e.g., waterproof lamination, UV-resistant prints). | 15 Marks |
| 5. Technical Expertise and Capacity | The agency must demonstrate the technical expertise of their team, with evidence of qualifications or relevant work in health communications, sustainable design, and display systems. The capacity to handle large-scale installations should also be demonstrated (e.g., team qualifications, experience in executing | 10 Marks |

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| Criteria | Description | Marks Allocation |
|--------------------------|--|------------------|
| | similar projects). | |
| 6. Proposal Presentation | The agency should demonstrate innovation in the proposed methods for displaying the information, whether through new technologies, interactive displays, or novel approaches to engaging the target audience. This will be evaluated based on creativity and practicality in delivering the message in an effective and appealing way. | 20 Marks |

Total Marks: 100 Marks

Minimum Qualifying Marks: 70 Marks

Criteria Explanation:

- 1. Experience and Track Record:** Relevant past experience, particularly in health communications and large-scale campaigns, will be a key factor in assessing the agency's capacity to handle this assignment effectively. A strong history of working on similar initiatives will contribute to a higher score.
- 2. Creative Concept:** The creative proposal needs to show a deep understanding of the project objectives, demonstrating innovative approaches to generating awareness about health schemes. Agencies that present clear, relevant, and well-thought-out strategies will score higher.
- 3. Durability and Contamination Resistance:** The ability to use materials that withstand environmental factors like rain, humidity, or UV exposure will be assessed. This is especially important for public health campaigns where longevity and cleanliness are crucial.
- 4. Technical Expertise:** The team's background and technical expertise in health communications and design will be evaluated. Agencies that can demonstrate experience with similar installations or large-scale public health communications will be rated higher.
- 5. Proposal Presentation:** A well-structured, visually appealing, and clearly articulated proposal that communicates the agency's approach will receive a significant portion of the marks. The presentation quality reflects the agency's attention to detail and professionalism.
- 6. Innovation:** Agencies that present new, creative ways to communicate the health mission's message will score highly. This can include the use of digital technology, interactive methods, or unconventional display strategies.

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Annexure II

Evaluation Process:

- Agencies that score **70 or above (out of 100)** will be eligible for the next stage (e.g., financial evaluation or final selection).
- Agencies scoring below **70** will not be considered further.

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Annexure – III

A. ITEM RATES

| Sl no | Particulars | Specifications | Size | Rates per unit |
|-------|--|--|----------------|----------------|
| 1 | Overhead TV Monitors to be mounted on the ceiling or beams | Display & Resolution : QLED 4K Ultra HD (3840 x 2160) Refresh Rate : 144 Hertz 178 Degree wide viewing angle HDR10- HLG MEMC Dolby Vision Peak Brightness 1400 Nits Connectivity: Dual-band Wifi Bluetooth 5.2 AV, RF, Ethernet HDMI Ports 2.1 x 3 USB 2.0x1, 3.0x1 Support Dual Band WiFi Sound: 60 Watts Output Operating System: Google TV with Android 14 Casting option- Googlecast, Fastcast, | Size 65 inches | |

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| | | | | |
|---|------------------------------------|--|----------------|--|
| | | <p>Meeting mode.</p> <p>Memory: 3.0GB RAM 32GB Storage</p> <p>Warranty Information: 1 year comprehensive warranty on product from the date of purchase</p> <p>Included components: 1 LED TV, 2 Table Stand Base, 1 User Manual, 1 Warranty Card, 1 Remote Control, 1 Power Cord, 2 AAA Battery</p> <p>Overhead mount: Ceiling Mount compatible for all brands Movement type: Swivel, Tilt Material: Metal Compatible size: up to 75 inches Safety loading weight >64 Kgs</p> <p>VESA size (mm): 100x100 mm, 200 x 100 mm, 200 x 200 mm , 300 x 200 mm , 300 x 300 mm, 300 x 400 mm , 400 x 300 mm , 400 x 400 mm maximum Vesa 600 x 400</p> | | |
| 2 | Installing of TV monitors on walls | <p>Display & Resolution : QLED 4K Ultra HD (3840 x 2160) Refresh Rate : 144 Hertz 178 Degree wide viewing angle HDR10- HLG MEMC Dolby Vision Peak Brightness</p> | Size 65 inches | |

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| | | | | |
|--|--|--|--|--|
| | | <p>1400 Nits</p> <p>Connectivity: Dual-band Wifi Bluetooth 5.2 AV, RF, Ethernet HDMI Ports 2.1 x 3 USB 2.0x1, 3.0x1 Support Dual Band WiFi</p> <p>Sound: 60 Watts Output</p> <p>Operating System: Google TV with Android 14 Casting option- Googlecast, Fastcast, Meeting mode.</p> <p>Memory: 3.0GB RAM 32GB Storage</p> <p>Warranty Information: 1- year comprehensive warranty on product from the date of purchase</p> <p>Included components: 1 LED TV, 2 Table Stand Base, 1 User Manual, 1 Warranty Card, 1 Remote Control, 1 Power Cord, 2 AAA Battery</p> <p>Wall mount: Ceiling Mount compatible for all brands Movement type: Tilt, Articulating Material: Metal Compatible size: up to 75 inches Safety loading weight >64 Kgs</p> <p>VESA Compatible from 200*200 up to 600*400 mm</p> | | |
|--|--|--|--|--|

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| | | | | |
|---|---|--|--------------------|--|
| 3 | Accrylic Sandwich frames | With provision to be able to change the IEC material inside, landscape | 18" x 24" | |
| 4 | Floor Digital Signage Display | <p>Display: 4K Resolution 3840x2160 Display Color 16.7M Brightness 500 Nits 178 Degree wide viewing angle</p> <p>Connectivity: Dual Wi-Fi 4.2 & 5G, 2 USB Drives, 2 HDMI (ARC), LAN</p> <p>Media Supports AVI, WAV, MP4, 3GP, ASF, MPEG, FLV, F4V, MKV, MOV, DAT, VOB, TRP, TS, and WEBM, BMP, GIF, JPEG, PNG.</p> | 55 inches height | |
| 5 | White Notice Board | With white board markers, duster, to be mounted on the wall | 3 x 4 feet | |
| 6 | IEC Corner Shelf – to keep pamphlets, brochures, handouts for patients, attendants to read and take with them etc | <ul style="list-style-type: none"> • 5 feet height • With multiple shelves/layers • Wooden or Metal • clear signage to be present on the shelve • 1 in each floor | | |
| 7 | Signages for all rooms/wards/floors – room No, ward name, fire signs, exit signs, floor no, cctv etc | <p>in sunboard material 5mm thickness</p> <p>Firm to also design the signages</p> | As per requirement | |

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| | | | | |
|----|--|---|-----------------|--|
| 8 | Basket of Choices Box - box to keep different types of contraceptives (Emergency Contraceptive Pills/Condoms/Pregnancy Test Kit) | <ul style="list-style-type: none"> • Wooden or metal box • placed at 4 feet from the ground • with provision for easy access to reach in • clear signage to be present • One in each floor • To be placed in an easily accessible area but away from the main areas | • size 12" x 8" | |
| 9 | Suggestion Box | <ul style="list-style-type: none"> • Wooden or metal box • placed at 4 feet from the ground • with provision for easy access to reach in • clear signage to be present | • size 12" x 8" | |
| 10 | Total (Exclusive of Taxes) | | | |
| | | | | |

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B. OTHER COSTS (LUMP SUM)

| Particulars | Amount (INR) |
|-----------------------------------|--------------|
| Miscellaneous Expenses | |
| Installation Costs | |
| Design and Development Cost | |
| Total (Exclusive of Taxes) | |

1. Applicable Taxes (GST/Other Taxes) - _____
2. Grand Total (A+B) - _____

Terms and Conditions

1. The quoted prices are valid for 90 days from the submission date.
2. Any variation in taxes or duties will be as per government regulations at the time of billing.
3. Payment terms: Within 60 days of raising an invoice post approval of the milestones
4. The above costs include all necessary charges for completing the project as per the scope of work outlined in the tender.

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ANNEXURE IV

Declaration

We hereby declare that the above-quoted prices are in accordance with the terms and conditions of the tender document. We confirm that there are no hidden costs, and the prices quoted are final for the scope of work outlined.

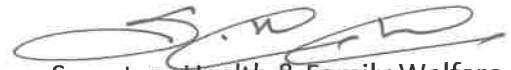
Authorized Signatory

[Name]

[Designation]

[Agency/Firm Name]


[Contact Information]



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Attachments:

1. Detailed brochure of the items being offered
2. Supporting documents for materials, technical specifications, and warranties.
3. Any other relevant information.



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Annexure V –

PAYMENT CONDITIONS

| S.No. | Milestone/Deliverable | Payment (%) | Payment Terms/Conditions |
|-------|--|-------------|--|
| 1 | Submission and Approval of Creative Proposal/Concept | 15% | Payment will be made after submission and approval of the final creative concept for the IEC materials (design and messaging). |
| 2 | Prototype/Mock-up Approval | 15% | Payment upon approval of initial prototypes/mockups for materials and displays. |
| 3 | Completion of Material Production (Sustainable & Clutter-Free) | 20% | Payment upon successful completion and delivery of all production materials, ensuring sustainability and clarity. |
| 4 | Delivery and Installation of items (Waterproof, Contamination-Resistant) | 25% | Payment upon successful installation of displays, ensuring waterproofing and contamination resistance as per agreed specifications. |
| 5 | Final Handover and Verification | 15% | Payment upon final inspection and verification that the project has been completed in line with the requirements, including functional displays and materials. |
| 6 | Final Payment (Post Project Completion and Approval) | 10% | Final payment after the completion of the project, ensuring all tasks are completed, and all deliverables have been met as per the contract terms. |

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