



NATIONAL HEALTH MISSION

Government of Meghalaya

No. DHS/NHM/IEC&BCC/328/2021-2022 (LIX)

Meghalaya

Dated: 13.07.2026

IEC CREATIVE WORK - TOR AND RATES 2026 ONWARDS

Sub:- NEW RATES & TOR for the IEC Creative Team under National Health Mission,
Meghalaya

- This is to inform that the Rates for the IEC Creative Team are hereby renewed w.e.f. date of this notice
- This is to also inform that any interested person may take up the work mentioned in the TOR with the approved rates. Interested parties may submit CV and the work of specialization to the office of the undersigned and to nrhmmegh@gmail.com.
- Work will be assigned based on area of specialization and quality of work
- The Department reserves the right to not accept any applications at its discretion

IEC CREATIVE WORK - TOR AND RATES 2026 ONWARDS

Terms and Conditions:

1. Sufficient time may be given for completion of work, however during emergent situations, short notice may be given for due completion and submission
2. All work is liable to be edited, corrected, proofread and revised before final approval and submission
3. The empanelled member may be asked to visit the office of NHM at any given time for further discussion of work assigned with officers and staff
4. In the event that the member has failed to complete or has shown incompetency, work may be discontinued without any notice
5. National Health Mission Meghalaya will have total ownership and copyright to all products and materials developed by the members. However, intellectual and creative rights will belong to the member
6. Each task assigned given the member will be based on his/her expertise as recorded by the screening committee
7. Members are not permitted to interfere with the work assigned to their counterparts. In doing so, they will be deemed disqualified from the Creative Team.
8. Payment will be made to the member's individual account and not to any company, by e-transfer on completion of work
9. Payment will be made only on the final work submitted. Members will not charge for drafts of work submitted before final work as drafts will be subjected to edits/feedback/changes. The changes made will not be included in final bill submitted.
10. Members are expected to submit their full account details in the bills submitted

Office of Mission Director, National Health Mission

Directorate of Health Services, Health Complex, Upper New Colony, Laitumkhrach, Shillong - 793003

Phone: (0364) 2504532 Email: nrhmmegh@gmail.com



www.nrhmmeghalaya.nic.in



Nhm Meghalaya



@iecbccnhmmegh



IECBCC NHM Meghalaya



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Rates per assignment:

Sl No	Type of Assignment	Rate
1	Poster Designing	Rs 4500/- + Rs. 2000/- for subsequent designing regarding translation
2	Leaflets/Brochures/handouts for up to 4 pages	Rs.6000/- + Rs. 2000/- for subsequent designing regarding translation
3	Video Animation with info graphics	Rs.20,000/- per 60 seconds
4	Info Graphics Video	Rs. 8,000/- per 60 seconds
5	Short Video (Mobile phone format)	Rs. 15,000/- per 60 seconds
6	TV Ads/PSAs	Rs. 5000/- per 10 seconds
7	Radio Ads/Audio recording	Rs. 3500 per 10 seconds
8	Documentary film professional format	Rs. 25,000/- per 60 seconds
9	Educational music video inclusive of artist cost	Rs. 25,000/- per 60 seconds
10	Content Writing, campaign designing based on the scale/coverage of the program	Rs. 8000/- per work
11	Vlog on health topics	Rs. 2000/- per 60 seconds
12	Customization of handbooks/workbooks/manuals into Khasi and Garo context	Rs. 1500/- per page
13	Translation work into Khasi and Garo	Re. 1 per English word
14	GST	exclusive

This Contract is hereby extended up to **July 2029**

Dr. Paul N Chyne *

Director of Health Services (MCH&FW)
cum Jt MD NHM

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