



Meghalaya Health Systems Strengthening Project

Government of Meghalaya



REQUEST FOR QUOTATION (RFQ)

Meghalaya Health Systems Strengthening Project (MHSSP), Department of Health & Family Welfare, Government of Meghalaya invites RFQ from Qualified Production House for Development of Social & Behavioural Change Communication (SBCC) Video Campaigns and Songs for MHSSP

Method of Procurement	Last Date & Time of Submission of quotations	Opening of Quotations
Through Quotations	15 th December, 2025 by 4:00 PM	15 th December, 2025 at 4:30 PM

Detailed Request for Quotation and Scope of Work are available at www.meghssp.org – Notice Board – Tenders

The quotation must be submitted in a sealed envelope to The Project Director – Meghalaya Health Systems Strengthening Project (MHSSP), Directorate of Health Services, campus of Health Engineering Wing, Laitumkhrah, Shillong - 793003. Phone: 7005161416. All necessary information regarding this tender will be available at www.meghssp.org – **Notice Board – MHSSP Tenders only**

Sd/-

Ramakrishna Chitturi, IAS

Project Director

**Meghalaya Health Systems Strengthening Project
Department of Health & Family Welfare, GoM**



Meghalaya Health Systems Strengthening Project

Government of Meghalaya



DHS/MHSSP/IEC/57/2025-

2026

25.11.2025

INVITATION FOR QUOTATIONS FOR PROVIDING NON-CONSULTANCY SERVICES UNDER SHOPPING PROCEDURES

To,

Dear Sir/Madam,

Subject: INVITATION FOR QUOTATIONS FOR DEVELOPMENT OF SOCIAL & BEHAVIOURAL CHANGE COMMUNICATION (SBCC) VIDEO CAMPAIGNS AND SONGS FOR MEGHALAYA HEALTH SYSTEMS STRENGTHENING PROJECT (MHSSP) UNDER DEPARTMENT OF HEALTH & FAMILY WELFARE, GOVERNMENT OF MEGHALAYA

Government of India has received funding from the **International Bank for Reconstruction and Development (IBRD)** in the form of Loan towards the cost of the project name **Meghalaya Health Systems Strengthening Project (MHSSP)**. **Department of Health & Family Welfare (DoHFW)** is the implementing agency of the Project and intends to apply part of the proceeds of this loan to eligible payments under the contract for which this invitation for quotations is issued.

The Meghalaya Health Systems Strengthening Project, Health & Family Welfare Department, Meghalaya is currently looking to hire a qualified Production House to conceptualize, produce, and deliver a suite of multimedia SBCC assets, including short videos, animations, explainer videos, live-action films, thematic stories, and original songs.

Objectives:

Conceptualize, produce, and deliver a suite of multimedia SBCC assets –

- Short videos
- Animations
- Explainer videos
- Live-action films
- Thematic stories
- Original songs

Detailed Scope of Work is attached at Annexure – I



Meghalaya Health Systems Strengthening Project

Dept. of Health & Family Welfare, Government of Meghalaya

Red Hill Road, Upper New Colony, Shillong 793003, Meghalaya



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You are therefore invited to submit your most competitive quotation for the above-mentioned Scope of Work.

The standard forms in this RFQ may be retyped for completion but the bidder is responsible for their accurate reproduction.

Terms and Conditions

a. Eligibility: A Bidder (a) shall not participate in more than one Quotation; (b) shall not have conflict of interest as defined in the Bank's Procurement Regulations; and (c) should not have been (i) temporarily suspended or debarred by the World Bank Group in compliance with the Bank's Anti-Corruption Guidelines and its Sanctions Framework; or (ii) blacklisted or suspended by Central or any State Government Departments in India.

b. Quotation Price

- All duties, taxes and other levies payable shall be included in the total price.
- Goods and Service Tax (GST) should be indicated separately.
- The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- The Prices shall be quoted in Indian Rupees only.
- The bidder shall provide a lump-sum quotation for all 40 short videos and 5 songs in the attached format. **Only** the logistics and travel costs will be arranged by MHSSP.
- All applicable TDS (Tax Deducted at Source) will be deducted as per prevailing norms.

c. Qualification of Bidder

- Have the legal capacity to enter into a contract;
- Not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances;
- Not have had your business activities suspended or debarred from public procurement by the State Government of Meghalaya or Government of India.
- The Firm should be a registered firm, partnership firm or proprietary concern that should be registered with appropriate authorities.
- Documents Evidencing Qualification:** Bidder is requested to submit copies of the following documents as evidence of qualification. Failure to submit any of the documents mentioned below will be rejected and same will be treated as non-Responsive.
 - Valid trading license/registration or equivalent/Exemption Certificate
 - Valid certificate of GST registration/PAN/TAN;
 - Self-declaration to the effect the bidder is not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.



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- d. Self-declaration that the bidder's business activities are not suspended or debarred from public procurement by the State Government of Meghalaya, any other State Government or Government of India.
- e. Self-declaration that the Firm is capable of taking the assignment and will deliver the task assigned within the specified timeline.
- f. Have a minimum of 5 years of experience in professional audio-visual production – **Valid certificates to prove the same to be submitted.**
- g. Demonstrate strong expertise in producing short videos, advertisements, public service announcements (PSAs), documentaries, fiction films, animation videos, episodic series, music videos/songs and content for social media as well - **Submit a portfolio in a pendrive or links showcasing past relevant works highlighting the firm's capabilities.**
- h. Provide details about the team members who will be involved in the project, emphasizing their relevant skills and experience (**Format attached**)
- i. Provide details on the availability of necessary equipment and resources required for audio recording, video documentation, and post and pre- production (**Format attached**)
- j. Provide a proposed timeline for completing the project, including estimated start and end dates, and ensure the firm's availability to meet the project's requirements within the specified timeframe - (**A one-pager writeup to be submitted**)
- k. Provide a lumpsum amount, including all relevant costs associated with video documentation, audio, editing, and all other relevant expenses as per the scope of work (**Format attached**).
Kindly note, logistics and travel cost will be arranged and borne by MHSSP.
- e. **Validity of Quotation:** Quotations shall remain valid for a period not less than 90 days after the deadline date specified for submission
- f. **Evaluation of Quotations:** MHSSP will evaluate and compare the quotations that are determined to be substantially responsive i.e. which
 - a. are properly signed; and
 - b. confirm to the terms and conditions above.
 - c. GST will not be taken into consideration while evaluating the quotations.
 - d. Any historical information, if required may be asked from the bidders during evaluation of quotes.
- g. **Award of contract:** MHSSP will issue work order to the bidder whose quotations have been determined to be substantially responsive and who has offered the lowest evaluated quotation price as well as compliance to the requirement of the project as per the deliverables.
- h. The announcement for this assignment will be published in www.meghssp.org
 - a. Notwithstanding the above, MHSSP reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
 - b. The bidder whose quotation is accepted will be notified of the issue of Work Order by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer

shall be intimated in the Work order (sample form attached).



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- c. At any time, prior to the date of submission of quotations, MHSSP may, for any reason, shall modify RFQ Document by amendments and the same will be uploaded on www.meghssp.org and these amendments will be binding on them.
- i. You are requested to provide your sealed quote latest by **on or before 1600 hours 15th of December, 2025**. Quotations that have been submitted on or before time will be opened at **1630 Hrs. on 15th December, 2025**. Late quotes will be rejected.
- j. We look forward to receiving your quotations and thank you for your interest in this project.

Ramakrishna Chitturi, IAS
Project Director
Meghalaya Health Systems Strengthening Project
Department of Health & Family Welfare
Government of Meghalaya

The document is digitally approved. Hence signature is not needed.



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ANNEXURES

TEAM STRENGTH

Sl.No	Name	Expertise	Qualification

Certification:

We hereby certify that the above information of the Human Resources to be deployed for this assignment meets all the relevant requirement and are available, as and when necessary, to undertake the assignment in case of an award. We understand that any misstatement or misrepresentation described herein may lead to our disqualification or dismissal by the Client, and/or sanctions by the Bank.

LIST OF EQUIPMENT AVAILABLE

Sl.No	EQUIPMENT TYPE AND CHARACTERISTICS

Certification:

We hereby certify that our firm is currently in possession of the above listed equipment which will be used without any extra cost to the client for the purpose of the assignment. We however may/do not (strike off accordingly) require the below mentioned resources for the purpose

- 1. _____
- 2. _____
- 3. _____

**FORMAT OF QUOTATION
(Letter of Bid)**

To,

The Project Director
Meghalaya Health Systems Strengthening Project
Department of Health & Family Welfare
Government of Meghalaya

We, the undersigned, offer to provide the services for [Insert title of assignment] in accordance with your Request for Quotation dated [Insert Date].

Our Quotation is for the amount of Rs. _____ {Insert amount in words and figures}, *[Insert “including” or “excluding”]* of all indirect local taxes for each episode. The estimated amount of local indirect taxes is Rs. ____ {Insert amount in words and figures} which shall be confirmed or adjusted, if needed, during negotiations.

Our Quotation shall be valid and remain binding upon us, for the period of 90 Days.

We understand you are not bound to accept any Quotation you receive.

We remain,

Yours sincerely,

Signature (of Firm’s authorized representative) {In full and initials}:

Full name: {insert full name of authorized representative}

Title: {insert title/position of authorized representative}

Name of Firm (company’s name

Capacity: {insert the person’s capacity to sign for the Firm}

Address: {insert the authorized representative’s address}

Phone: {insert the authorized representative’s phone}

Email: {insert the authorized representative’s email address} _____



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WORK ORDER (SAMPLE)

Vendor Name & Address:	File No:
	Date:
Enquiry No:	Ref no:
Date:	Dated:
Nature of Work: Supply of	
<u>Terms and Conditions</u>	
Tax:	
Reporting Office	Meghalaya Health Systems Strengthening Project (MHSSP), Directorate of Health Services, Government of Meghalaya, Red Hill Road, Upper New Colony Shillong 793003, Meghalaya
Reporting Officer:	Smt. Evanylla Marbaniang, +91-6909810452, communications_manager@meghssp.org.
Terms & Conditions	As detailed in the annexure

Yours faithfully,

Ramakrishna Chitturi, IAS
Project Director, MHSSP
Department of Health & Family Welfare
Government of Meghalaya

TERMS OF REFERENCE (TOR)

Engagement of a Production House for Development of Social & Behavioural Change Communication (SBCC) Video Campaigns and Songs for Meghalaya Health Systems Strengthening Project (MHSSP) under Department of Health & Family Welfare, Government of Meghalaya

A. Background

The Meghalaya Health Systems Strengthening Project (MHSSP) has developed a comprehensive Social and Behavioural Change Communication (SBCC) Strategy covering ten priority health topics, HIV, Teenage Pregnancy, Birth Spacing, Promotion of Male Participation in Maternal and Child Health, Institutional Delivery, Non-Communicable Diseases (NCDs), Tuberculosis (TB), Antenatal Care (ANC), Anaemia, and Exclusive Breastfeeding.

To support the rollout of this strategy, MHSSP proposes to develop high-quality, culturally appropriate, and visually engaging multimedia content that will be disseminated across Village Health Councils (VHCs), ASHA Tablets, and digital and social media platforms.

B. Objective of the Assignment

The objective of this assignment is to engage a qualified Production House to conceptualize, produce, and deliver a suite of multimedia SBCC assets, including short videos, animations, explainer videos, live-action films, thematic stories, and original songs. MHSSP will provide draft scripts and technical content inputs, while the selected agency will be responsible for end-to-end production and post-production.

C. Scope of Work

The selected production house will be responsible for developing:

I. Video Content

- Approximately 40 short videos across the 10 SBCC themes.
 - Explainer videos (tutorial-style with narration and graphics).
 - Animated videos using 2D, 3D, cut-out, and motion graphics.
 - Live-action videos featuring actors, community members, youth influencers, or real beneficiaries.
 - Story-driven videos for targeted audiences such as youth, mothers, families, and the general public.

II. Songs and Audio Content

- Approximately 5 songs across selected SBCC topics.
 - Composition and production of theme-based songs for select health topics.
 - Studio recording, mixing, mastering, and music arrangement.
 - Delivery of radio-ready, video-ready, and social-media-ready song versions.
 - Music video

III. Duration

Each video will range from 30 seconds to 5 minutes, depending on the script.

IV. Platform Optimization

The agency must produce versions optimized for:

- Display screens
- ASHA Tablets
- YouTube
- Facebook
- Instagram Reels
- Broadcast formats (if required)

D. Responsibilities of the Production House

I. Pre-Production

- Review content, draft scripts, and messaging shared by MHSSP.
- Develop storyboards, visual treatments, shot lists, and production schedules.
- Identify suitable cast, artists, voiceover talents, and culturally relevant locations.
- Ensure multilingual planning (Khasi, Garo, Pnar and English if required).

II. Production

- Conduct professional filming using high-quality cameras, lighting, and sound equipment.
- Direct actors and community members while ensuring cultural sensitivity.
- Shoot in relevant locations across Meghalaya.
- Produce animations and motion graphic sequences.
- Compose and record original songs and background music as required.

III. Post-Production

- Editing, sound design, colour grading, subtitling, and motion graphics enhancement.
- Delivery of multiple aspect ratios: 16:9, 9:16, and 1:1.
- Development of multilingual versions.
- Submission of radio-ready and video-ready song masters.

IV. Quality

- Adherence to Video and Audio Technical Specifications provided below.
- Use of accurate, verified medical information and approved SBCC messaging.
- Clean graphics, legible typography, and culturally appropriate visuals.
- Consistent audio mixing, noise control, and broadcast-level sound quality.

E. Key Deliverables

- I. Forty (40) finalized videos (combination of explainer, animation, live-action, and thematic content).
- II. Five (5) Original music tracks and songs for selected SBCC topics.

- III. Deliverables in Khasi, Garo, Pnar and English if required.
- IV. Platform-optimized versions (16:9 & 9:16)
- V. Master files in 4K or Full HD.
- VI. Editable project files, including:
 - 1. Raw footage
 - 2. Animation source files (AI/EPS/AE)
 - 3. Voiceover files
 - 4. Music stems and masters
- VII. Final Quality Control Report confirming compliance with MHSSP standards.

F. Duration of Assignment

The assignment must be completed within 6 months from the date of issuing Work Order, including all review and revision cycles.

G. Intellectual Property Rights

All final assets-including videos, songs, raw footage, voiceovers, graphics, and editable project files-will be the sole property of the Government of Meghalaya / MHSSP.

The production house may not reuse, reproduce, or distribute the content without prior written permission.

H. Reporting & Coordination

The production house will report to the Communications & Media-AGM, MHSSP, and will coordinate closely with the State IEC Cell (National Health Mission) for content validation, scripting accuracy, and message alignment.

Comprehensive Health Video Production Guidance Document

Campaign Overviews

Sl. No.	Topic	Overview
1.	HIV-AIDs	● Blend of aspirational aesthetics and emotional realism, integrating K-Drama tropes, documentary style, and local cultural music/fashion ● Multi-platform adaptation: YouTube, Instagram Reels, TikTok, OTT. ● Emphasis on positive, stigma-breaking messaging tailored for youth.
2.	Teenage Pregnancy	
3.	RMNCAH+ covering: 1. Anemia 2. ANC 3. Institutional Delivery 4. Male Participation 5. EBF-CF 6. Birth Spacing	● Video series targeting women, adolescent girls, pregnant mothers, and families in Meghalaya. ● Campaign taglines (Samples like "BE STRONGER THAN ANEMIA" / "YOUR CHILD IS OUR BUNDLE OF JOY. WE CARE.") ● Aim: Awareness on anemia, antenatal care registration, nutrition, and health worker support.
4.	NCDs (Diabetes, Hypertension and Cancer)	● Use real community stories, folk narratives, and relatable visuals ● Promote screening, testing, and lifestyle improvement. ● Platforms: YouTube Ads, public broadcasting, social media.
5.	Tuberculosis	

Target Audiences and Campaign Goals

- Youth and young adults for HIV-AIDS and teenage pregnancy.
- Pregnant women, adolescent girls, and families for RMNCAH+ topics.
- General adult population with focus on sufferers and at-risk groups for NCDs and TB.

Technical Specifications

Video Specifications (all campaigns)

Parameter	Specification
Resolution	Minimum Full HD (1920 x 1080), 4K master preferred
Aspect Ratios	16:9 primary, 9:16 vertical for social media
Frame Rate	24/25 fps standard, 60-120 fps for slow-motion
Codec	H.264/AVC for delivery, ProRes/DNxHD for masters
Format	MP4, MOV affordable; Broadcast requires ProRes
Bitrate	8-10 Mbps (variable bit rate)
Duration	20 to 60 seconds depending on platform and spot

Audio Specifications

Parameter	Specification
Codec	AAC-LC
Sample Rate	48 kHz
Bit Depth	24-bit
Channels	Stereo
Peak Level	-3dB to -1dB
Loudness	-23 LUFS (broadcast standard)

Cinematic, Animation & Graphics

Sl. No.	Topic	Style
1.	HIV-AIDs	VISUAL STYLE a. Cinematic digital cameras + mirrorless/iPhone for social styles. b. Movement: Gimbals, sliders, handheld for documentary style realism, followed by music album styled movements c. Lighting: Soft panels (Aputure Nova), natural daylight, colored gels for symptom emphasis. d. Graphics: After Effects motion graphics, local language hashtags, bold LUT colour grading inspired by K-Drama/fast-paced edits
2.	Teenage Pregnancy	
3.	RMNCAH+ covering: Anemia ANC Institutional Delivery Male Participation EBF-CF Birth Spacing	ANIMATION STYLE a. Adult-oriented, not caricatured; hyper localized characterization of Khasi, Garo and Jaintia populations. b. Techniques: Cutout-style sequences, stop-motion for food/objects, split screens for scenarios. c. Typography: Bold, sans-serif fonts (Montserrat/Gotham/Helvetica Bold) or Impact d. Colour palettes for eg., Reds for anemia, pastels and vibrant pops for ANC.
4.	NCDs (Diabetes, Hypertension and Cancer)	VISUAL STYLE a. TB: Black & white cinematic with strategic color pops (red/yellow). b. Diabetes/Hypertension: Bright, clear lighting with community settings; mix live-action + motion graphics. c. Cancer: Folk storytelling stage style + urban meme culture mix. d. Casting includes real survivors and local community actors for authenticity.
5.	Tuberculosis	

Sound & Voiceover Requirements

- Multilingual voice-overs: Primary in Khasi or Garo or Pnar with English subtitles.
- Voiceover artists with warm and authoritative tones.
- Clear studio recordings, paced at 120-140 wpm.
- Background music- Uplifting and culturally appropriate, featuring ambient local textures such as Shillong rain and market noise.
- Sound effects- subtle swooshes and pops to accent graphics, social media-style audio cues.
- Audio mixing with evident VO prominence and peak normalization at -23 LUFS.

Casting, Costuming & Location

- Casting of real youth, peer educators, local musicians, survivors, and notable influencers for engagement.
- Costuming reflects local fashion: Korean-inspired youth for HIV, traditional garb for TB survivors, and local daily attire for RMNCAH+ and NCDs.
- Locations: Natural Meghalaya settings, including streets, markets, community football grounds, schools, and festival settings, etc.,
- Community events staged authentically with background extras.

Production Style & Narrative

- Mix of scripted and improvised performances for emotional authenticity.
- Fast editing pace for better engagement, Instagram-style jump cuts, slow-motion for dramatic emphasis.
- Clear story arcs with confession-style dialogue, testimonial input, and data overlays.
- Culturally relevant storytelling aligning with Meghalaya's social fabric.

Localization & Language Details

Campaign	Languages	Key Local Terms
HIV-AIDs	Khasi, Garo, Pnar and optional English	Incorporate local terms and slang phrases for authenticity
Teenage Pregnancy		
RMNCAH+ covering: Anemia ANC Institutional Delivery Male Participation EBF-CF Birth spacing	Khasi, Garo, Pnar and optional English	Include local terms like Jingduna Snam/An.Chi ko mia for Anemia, etc. Simplify technical terms and keywords to locally relevant phrases/words.
NCDs (Diabetes, Hypertension and	Khasi, Garo, Pnar and optional English	Local myth names for Cancer Incorporate easy reference

Cancer)		terms for Diabetes/Hypertension
Tuberculosis	Khasi, Garo, Pnar and optional English	Local reference terms for TB survivors

Visuals must incorporate bold-text treatment of local language health terms for emphasis.

Deliverables & Asset Management

1. Master video files in 4K or HD formats tailored for broadcast and digital platforms.
2. Social media optimized versions: 1080x1080 (square), 1080x1920 (vertical).
3. After Effects project files, organized graphic assets by scene, AI/EPS character and typography files.
4. Separate files for VO, music, and sound effects.
5. Complete annotated scripts and asset inventories.
6. Color palette and typography usage guides.
7. Quality control checks ensuring no artefacts, clear audio, and consistent branding.

Quality Control Checklist

- a. No pixelation or compression artifacts.
- b. Color consistent across languages.
- c. Typography legible on mobile (360p test).
- d. Smooth animations without stutter.
- e. Voiceover clear, properly mixed, no clipping.
- f. Loudness normalized to broadcast standards.
- g. Accurate medical and local language terminology.
- h. Script precisely matches the voiceover.
- i. Correct file naming, organization, and version control.

Special Campaign Production Notes

Sl. No.	Topic	Style
1.	HIV-AIDs	a. Youth testimonials and peer-led messaging.
2.	Teenage Pregnancy	b. Bold contrast graphics to break stigma. c. Integration of local youth culture, festivals, and music.
3.	RMNCAH+ covering: a. Anemia b. ANC c. Institutional Delivery	a. Food stop-motion animations. b. Respectful community and church scenes. c. Clear depiction of ANC timelines and health worker roles.

	d. Male Participation e. EBF-CF f. Birth Spacing	
4.	NCDs (Diabetes, Hypertension and Cancer)	a. TB spots in cinematic black & white. b. Folk theater style for cancer awareness.
5.	Tuberculosis	c. Mix of modern and traditional for diabetes and Hypertension.

Reference & Inspirational Resources

- a. Online video template platforms: Canva, Wave.video, FlexClip.
- b. Template best practices: Use high-quality images and localized and targeted content.
- c. Use storytelling to sustain viewer engagement, aligned with strategic health messaging.
- d. Recommended reading for scripting: WG Content healthcare video script templates.