



## **Request for Proposal (RFP) for selection of an agency for development and production of digital testimony videos for Pradhan Mantri Jan Arogya Yojana**

**Issued by:** National Health Agency

Government of India has conceptualized and launched a program named 'Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB-PMJAY)', which is a flagship initiative that attempts to move away from sectoral and segmented approach of service delivery to a comprehensive need-based health care services. For effective implementation of PMJAY, an autonomous entity, the National Health Agency (NHA) was constituted which is registered as a society under the Society Registration Act, 1860.

NHA desires to select an agency for development and production of beneficiary testimonial videos with an aim to provide a vivid showcase the implementation of PMJAY and its various beneficiaries. NHA invites proposals from reputed and reliable agencies for development and production of testimony videos for Pradhan Mantri Jan Arogya Yojana. The RFP document can be downloaded from the website <https://www.abnhpm.gov.in> from 07/10/2018.

Interested agencies may submit their responses to the RFP along with other requirements on or before **11:00 hrs (IST) on 15/10/2018**, addressed to: ***“To, The General Manager (Administration), National Health Agency, 7th & 9th Floor, Jeevan Bharati Building Connaught Place, New Delhi, Pin 110001”***

**For eligibility criteria and other details of the RFP, please visit websites: [www.abnhpm.gov.in](http://www.abnhpm.gov.in).**

Place: New Delhi  
Date: 10-07-2018

GM-Administration,  
National Health Agency, New Delhi