



**national
health
authority**

**Government of India
National Health Authority (NHA)**



Notice Inviting Bids for Selection of Creative Agency for creating awareness through Information, Education and Communication Activities for National Health Authority

RFP No: S.12014/77/2021-NHA Dated 07.12.2021

National Health Authority (NHA) was constituted, through a cabinet decision, as an attached office to Ministry of Health & Family Welfare. NHA provides overall vision and stewardship for the design, roll-out, implementation and management of Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) and Ayushman Bharat Digital Mission (ABDM). The objective of this RFP is to seek the services of a communication agency for supporting the development of creative collaterals/requirements of AB PM-JAY and ABDM schemes along with any other such initiatives of NHA. The selection of the communication agency shall be done as per combined quality and cost based selection (QCBS) method as provided in this RFP. The detailed scope of work has been included in the RFP which can be obtained by authorized representative of the bidder from the O/o Deputy Director (Administration), National Health Authority, 3rd floor, Jeevan Bharati Building- Tower-1, Connaught Place, New Delhi-110001 by submitting signed non-disclosure agreement (NDA) and Letter of authorization. The RFP will be available on all working days during office hours till the last date of submission of bids. The format of NDA and letter of authorization for obtaining RFP is available at

www.eprocure.gov.in, www.pmjay.gov.in, www.abdm.gov.in

Important Dates

Availability of RFP documents	07.12.2021, 1700 hours onwards
Date and time of pre-bid meeting with NHA	17.12.2021, 1100 hours onwards
Last date and time for submission of pre bid queries	On or before 14.12.2021, 1700 hours
Last date and time for submission of bids	On or before 17.01.2022, 1700 hours onwards
Date and time for opening of bids	19.01.2022, 1100 hours onwards
Contact Details: procurement.division@nha.gov.in	