

NATIONAL HEALTH SYSTEMS RESOURCE CENTRE,
(Ministry of Health and Family Welfare, Government of India),
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Dated: 25th March 2026

1. Pre-bid meeting (hybrid mode) of EOI for Empanelment of Agencies for Design & Print of IEC material, Audio-Visual Production, Translation, and other creative work was held on **25.03.2026** at **03:00 PM** at First Floor Theatre, NHSRC building under Chairpersonship of Brig. Sanjay Baweja, Principal Administrative Officer, NHSRC.
2. The list of attendees is as below:

Agency Representative (s)		
Sr.no.	Name of the representative (s)	Agency (s) name
1.	Amit Kumar	Marshall Advertising
2.	Mradul Gupta	IMAK News & Entertainment Pvt. Ltd.
3.	Alok Kumar Tiwari	Digital Dreams Production
4.	Shailesh (attended virtually)	Ask Media
5.	Rajiv (attended virtually)	Not mentioned

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NHSRC Personnel		
Sr.no.	Name	Designation
1.	Brig. Sanjay Baweja	Principal Administrative Officer
2.	Bharti Chauhan	Consultant – Publication
3.	Shubham Gupta	Consultant – Publication/Accounts
4.	Ayush Sharma	External Consultant

3. The queries raised by the representative (s) of agency (s), followed by the detailed justification and clarification given by Principal Administrative Officer, NHSRC respectively are as below:

Sr.no.	Queries raised (A)	Agency Representative (B)	Clarity given (C)	Recommended Answers/Remarks
1.	The annual average turnover for five years of Category – III is 3cr. which is very high. It may be considered to reduce the average turnover.	Amit Kumar (Marshall Advertising)	The turnover requirement is a reflection of the volume and scale of work an agency handles within this domain. This criteria is established to ensure that empanelled agencies possess the	As per column (C)

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			necessary experience, infrastructure and a proven track record of delivering production-related projects to their clients.	
2.	What is the parameter and criteria of selection – L-1, quality or rate?	Mradul Gupta (IMAK News & Entertainment)	Due to the high volume of work, NHSRC adheres to the General Financial Rules (GFR) , which prioritize transparency and cost-efficiency through the L-1 (lowest rate) provision. The objective is to obtain the best possible product at an optimum price; agencies will have the opportunity to match the L-1 rates.	As per column (C)

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3.	For 2D animation production, it would be appropriate to prioritize quality over pricing, as we have consistently adhered to DAVP rates.	Mradul Gupta (IMAK News & Entertainment)	Current L-1 rates are lower than DAVP rates, and existing empanelled agencies are successfully delivering high-quality work at these prices. Agencies may share their specific rate cards for initial review by the department.	As per column (C)
4.	Regarding the page count ranges established for book printing (Category – II) such as 1–50, 50–100, etc.—is it possible to make these ranges more granular? This is because printing in smaller quantities currently results in higher costs.	Amit Kumar (Marshall Advertising)	The current grouping (e.g., 1–50, 50–100 pages) is designed to simplify rate calculations for both NHSRC and the agencies. Moving to a per-page calculation model is considered too cumbersome and increases the risk of calculation errors.	As per column (C)

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5.	There is no mention of GSM for the printing of Diaries (Category - II) in Annexure – B (Financial Bid), please mention the same.	Amit Kumar (Marshall Advertising)	Specific GSM requirements for both the cover and inner pages of the diaries will be clarified and shared with bidders at a later date.	For Inner pages – 80 gsm For Cover pages – 300 gsm
6.	When Translating (Category – IV) from Hindi to English, the word count does not increase; however, when translating from English to Hindi, the word count does increase. Therefore, when raising an invoice, should the English word count be used, or the word count of the translated Hindi text?	Mradul Gupta (IMAK News & Entertainment)	In accordance with existing norms, the total word count of the final translated version is the only metric used for processing payments.	As per column (C)






7.	Does the PPT making include animation? If yes, please mention the same	Mradul Gupta (IMAK News & Entertainment)	It is confirmed that the scope of "PPT making" includes the integration of animations within the slides.	As per column (C)
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s/d

Brig. Sanjay Baweja

Principal Administrative Officer, NHSRC.

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