

Seeking Agency for Developing Audio-Visual Materials: Community Health Awareness

Organization: U. P. Voluntary Health Association (UPVHA)

About UPVHA:

UPVHA is a State-Level organization working in the field of community health and development across Uttar Pradesh. We stand at the forefront of community health and development in Uttar Pradesh. As part of our community outreach initiatives, we are in search of a proficient agency to conceptualize and produce impactful audio-visual materials aimed at enhancing health awareness and education on Geriatric Care among diverse audiences.

Scope of the Project:

1. **Content Creation:** Develop compelling and informative audio-visual content tailored to our Geriatric Care project with the help of Consultants and other stakeholders.
2. **Production Quality:** Ensure high-quality production standards, encompassing filming, editing, and post-production processes.
3. **Audience Engagement:** Design content that resonates with target audiences, fostering engagement and promoting behavior change.
4. **Multi-Platform Accessibility:** Create versatile materials for various platforms, including television, digital media, and community screenings.

Agency Requirements:

1. **Creative Excellence:** Demonstrated expertise in conceptualizing and producing engaging audio-visual content, preferably within the healthcare or community development domain.
2. **Technical Proficiency:** Access to editing equipment coupled with a skilled production team.
3. **Innovative Approach:** Ability to craft content that educates, inspires, and motivates diverse audiences.
4. **Collaborative Partnership:** Engage proactively with UPVHA stakeholders, ensuring alignment with project objectives and feedback integration.
5. **Delivery & Distribution:** Provide comprehensive services, including content delivery, distribution strategies, and post-production support.

How to Submit Proposals:

Interested agencies are encouraged to submit their detailed proposals/quotations to info@upvha.org and cc at upvhalko@gmail.com. Please use the subject line "Audio Visual Material Development Proposal" for submission. You can also submit the proposal/quotations document physically at UPVHA Office (5/459, Viram Khand, Gomti Nagar, Lucknow; Time: 11AM to 5PM(Mon-Fri)) for more information contact 9415182514 (Vivek Awasthi).

Deadline for Submission: 21st March, 2024

Join us in harnessing the power of audio-visual storytelling to drive positive health outcomes and empower communities across Uttar Pradesh. Your expertise can make a significant difference in our mission.