

Expression of Interest

Indian Institute of Horticultural Research, Hesaraghatta, Bangalore is a consorting partner in the Project on 'Mobilizing Mass media support for sharing Agro-Information' under NAIP, with the lead center being DIPA.... New Delhi. The objective of the project is to enhance the agricultural communication and awareness in the country at grass-root level by using effective communication and information tools.

The Project is focusing on documentation and dissemination of agricultural success stories in print, audio and video format for motivation of the farming community and general public. It is proposed to make video films on success stories and Audio capsules on agricultural technologies. In this connection it is proposed to out source this assignment to reputed film producers.

Firms having experience in the production of documentary Audio/Video films on agriculture with proven track record interested in taking up the assignment and completing the work within the stipulated time frame may send their expression of interest.

Location: Indian Institute of Horticultural Research, Hesaraghatta is located 26 kms from the City Railway Station. The assignment involves extensive coverage of the demonstration/experimental fields in the campus as well as farmers' fields in Karnataka and Maharashtra.

The expression of Interest may be communicated to Director, IIHR and include detailed information regarding the company profile, and similar projects handled previously on or before 15th September, 2009.