



**OFFICE OF THE MISSION DIRECTOR,
NATIONAL RURAL HEALTH MISSION, ASSAM**

House No.16, Jana Path, Opp. Kendriya Vidyalaya Khanapara, Guwahati-22

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No: NRHM/EMRI/Miscellaneous/485/2011-12/4362

Date: 4th July 2011

Expression of Interest (EOI) for

Commercial advertisement on the “108-Mritunjoy” Ambulances

National Rural Health Mission (NRHM), Assam invites Expression of Interest (Eoi) from mobile publicity / outdoor publicity agency / organization / firms for publication of commercial advertisement in the “108-Mritunjoy” Ambulances functioning under NRHM “108-Mritunjoy” Emergency Referral Transport Services.

Interested agency / organization / firms having prior experience in mobile publicity, outdoor publicity and management of commercial advertisement on behalf of reputed organizations may submit the Eoi as per prescribed format to the Mission Director, National Rural Health Mission, House No 16, Janapath, Opp. Kendriya Vidyalaya, Khanapara, Guwahati-22.

The Eoi should be submitted on any working day on or before **15th July 2011**.

For further details visit <http://www.nrhmassam.in/>

-sd/-

Mission Director, NRHM &
Commissioner & Secretary H&FW Deptt..
Govt. of Assam

EoI FORMAT

1. Name of the Agency:
2. Address:

3. Name of the Proprietor:
4. Authorized Person to be contacted:
Tel No.
Mobile No.
Email ID:
5. Date of Establishment:
6. No. of Years in Advertising business:
7. Financial Turnover: 2008-2009, 2009-2010, 2010-11 (Rs. In Lakhs):
8. Organizational Set up (Manpower):
9. List of documents:

QUALIFYING CRITERIA FOR AGENCIES:

The agencies / firms (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply:

- I. The annual turnover of the agency should not be less than Rs. 10 lakhs for the last 3 financial years (Attach Chartered Accountant's Certificate/ copies of Audited Balance Sheet, P&L Accounts and IT Return Statement of each year)
- II. The Agency should have a representative/registered office at Guwahati.
- III. The Agency should have experience of at least 5 years of working on Advertising. (Provide details)
- IV. It should have an independent advertise planning and advertise buying team. (Provide details of manpower- total staff strength, strength of planning team and buying team).
