



**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/EOI/26/2008-09

Date: 02/08/2011

**Expression of Interest (EOI)**

The Mission Director, National Rural Health Mission (NRHM), Assam, Khanapara, Guwahati-22 invites Expression of Interest from interested agencies/firm separately for all the health communication activities under NRHM, Assam.

**To conduct an impact/evaluation study of health communication activities under taken by NRHM, Assam.**

Agencies having the following qualifications may apply:

1. At least Rs. 3 crores revenue from market research/ surveys in each of the 3 preceding years.
2. At least 3 assignments or more with the Government of India in the last 3 years.
3. The proposed project leader must have at least 10 years of experience in post communication research..
4. Experience in studying Below the Line (In Field) effectiveness in social sector.
5. Both qualitative and quantitative research experience.
6. Advertising professionals as part of the team.

EOI be submitted on the above mentioned particulars to the Mission Director, NRHM, Assam House No-16, Janapath, Opp. Kendriya Vidyalaya, Khanapara, Guwahati-22 on or before 20<sup>th</sup> August 2011 in sealed envelope super-scribing “EOI-IMPACT STUDY(Communications)”-

Sd/-  
Mission Director NRHM &  
Commissioner & Secy. Health & FW Deptt.  
Govt. of Assam.