



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

Saikia Commercial Complex, Srinagar, Christan Basti, G.S. Road, Guwahati-5

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No. NRHM/EOI/26/2008-09/29767

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**Invitation of Expression of Interest (EOI) for publicity campaign in Electronic
Media/ FM Radio/All India Radio**

The Mission Director, National Rural Health Mission (NRHM), Assam, invites Expression of Interest from agencies for undertaking publicity campaign in electronic Media like Doordarshan, Private satellite channels, FM Channels, All India Radio etc.

The selected agency is expected to perform the following activities

1. Media planning and execution.
2. Releasing of Advertisements.
3. Spot Monitoring through authorized agency.
4. Providing feedback for better planning.

Eligibility Criteria

1. The agency should have registration under Prashar Bharati , New Delhi
2. The agency should have its registered head office in Guwahati, Assam.
3. The agency should have an annual turnover of Rs. 3 crores for each financial year in 2008-2009, 2009-2010 and 2010-2011.
4. The agency should be authorized agency of FM channels, Private satellite channels operating in Assam. The documents of authorization to be enclosed.
5. The agency must have previous experience in conducting & releasing campaign of Govt. Organization/Departments in Doordarshan Kendras/FM Stations/ Private satellite channels and All India Radio.
6. Applications should be accompanied with attested photocopies of PAN card, Trade License, IT returns Balance sheet of last 3 years.
7. NRHM, Assam reserves the right to accept or reject any tender without assigning any reason thereof.

Bids should be submitted in two bid format- Technical Bid and Price Bid. Price Bid would be opened only for those bidders whose Technical Bid are found to meet the eligible criteria prescribed.

EOI is to be submitted on the above mentioned particulars to the Mission Director, NRHM, Assam Saikia Commercial Complex, Srinagar, Christianbasti, G.S.Road, Guwahati-781005 on or before 2 P.M. of 2nd March 2012 in sealed envelope super-scribing “EOI- publicity campaign in Electronic Media/ FM Radio/All India Radio”. Visit our web site www.nrhmassam.in for details. The Bids will be opened on 2nd March 2012 at 3 P.M. in the conference hall of Mission Director, NRHM, Assam.

Yours sincerely

-sd/-

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