



**OFFICE OF THE MISSION DIRECTOR
NATIONAL RURAL HEALTH MISSION, ASSAM
Saikia Commercial Complex, Srinagar, Christain basti, G.S.Road,
Guwahati-781005**

Website : www.nrhmassam.in E mail : misnrhm.assam@gmail.com

No. NRHM/EOI/26/2008-2009/29768

Date: 10/02/2012

Expression of Interest for Releasing Advertisement in Print Media

The Mission Director, National Rural Health Mission (NRHM), Assam intends to engage a media agency accredited to Indian Newspaper Society (INS) and having registered Head Office in Assam for releasing the advertisements and various other publicity materials for print media on various health sector activities under NRHM in different languages of the State.

Interested agencies may express their interest by enclosing the following:

1. Particulars/Profile of the Advertising Agency giving details of clientele, past experience, qualified personnel and infrastructure.
2. Copies of Annual Accounts for the last 3 (three) financial years showing annual turnover.
3. Certificate from Chartered Accountant indicating the “press billing” component of the annual turnover for the last 3 (three) financial years.
4. Copy of
 - a. Service Tax Registration Number.
 - b. Permanent Account Number (PAN).
5. Quotation of releasing rates for different newspaper in Assam, which should not be above the approved rate of DIPR, Assam.
6. Quotation of releasing rates for prominent nationwide newspapers in India.
7. Any other information, which may be useful in the process of evaluation.

The undersigned reserves the right to accept/reject any or all applications 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 eligibility criteria prescribed.

INS accredited advertising agencies having a good rapport with various media houses are requested to submit their EOI along with the under-mentioned documents to the **Mission Director, NRHM, Assam, Saikia Commercial Complex, Srinagar, Christianbasti, G.S.Road, Pin-781005** on or before 3rd March by 2 PM in sealed envelopes super-scribing “**Expression of Interest for Releasing Advertisements in Print Media**”. Visit our website www.nrhmassam.infor details. The Bids will be opened on 3rd March, 2012 at 3 PM in the conference hall of Mission Director, NRHM, Assam.

-sd/-

**Mission Director, NRHM cum Com. & Secy.
Health & FW Deptt, Govt. of Assam**