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POLITICAL DEPARTMENT:: DISPUR :: GUWAHATI

No: SPMU/NRC/Media dissemination/2014/1

Dated 21.10.2014

EXPRESSION OF INTEREST FOR EMPANELMENT OF REPUTED AGENCY TO CARRY OUT DISSEMINATION OF CONTENTS ON ELECTRONIC MEDIA FOR PUBLICITY UNDER NRC UPDATION PROJECT, ASSAM

Office of the Commissioner & Secretary, Political Department & State Coordinator of National Registration, Government of Assam invites expression of interest (EOI) from reputed media agencies for empanelment to disseminate publicity contents (creatives) on television channels and radio as per requirement of NRC at the latest rates approved by the Directorate of Advertising & Visual Publicity (DAVP).

SCOPE OF WORK:

The NRC, Assam seeks to empanel reputed agency to undertake the responsibility of disseminating media creatives in leading electronic formats.

The scope of work shall include:

- i. Arranging telecast of creatives on Television Channels (both Govt. owned and private channels).
- ii. Arranging broadcast of audio content/jingles on Radio Channels (both Govt. owned and private channels).
- iii. Arranging upload of creatives on online/social media (Facebook/Twitter).
- iv. Media Planning and Buying.
- v. Spot monitoring of electronic media broadcast/telecast and archiving.
- vi. Any other work related to publicity of NRC Updation project through different electronic formats.

ELIGIBILITY CRITERIA:

The eligibility criteria for empanelment are given below:

1. Registered agency under Prasar Bharti for electronic media advertisement in Doordarshan.
2. Authorization of private satellite channels and FM channels for advertising in private satellite and FM channels.

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3. The Agency should have experience of undertaking dissemination of Government Media Campaign under DIPR.
4. A registered office of the firm should be in Guwahati, Assam with state-of-the-art infrastructure and adequate personnel.
5. The Agency should have media planning team to facilitate and plan strategy to execute advertisements on television, radio and social media websites.
6. Proficiency and proof reading facilities in English, Assamese & Bengali.
7. Minimum 5 year experience in advertising and mass communication.
8. The agency must have previous experience in conducting and releasing campaign of Govt organization/Doordarshan Kendra, FM station, local pvt satellite channels and AIR.
9. Experience of handling at least one state wide campaign for any government agency.
10. Agency should have annual turn over of Rs. 1 (One) Crore for last three (3) financial year, i.e., FY 11-12, FY 12-13 and FY13-14.

List of Documents to be enclosed with application:

1. Letter indicating Expression of Interest for empanelment to carry out dissemination of contents on electronic media for publicity under NRC updation project, Assam (Format given).
2. Name, address and exhaustive profile of the Advertising Agency.
3. Proof of incorporation/inception/registration of the Agency indicating the date of establishment.
4. Principal places of business, i.e., the Head Office and their Branch Offices with detailed addresses, contact numbers, fax no. and email.
 - a.
 - b.
 - c.(add more if required)
5. Profile of its Managerial Team handling publicity work, their qualifications and experience. CV to be enclosed.
6. Agency structure (whether Partnership/Proprietorship/Limited Company etc)
7. Registration details with Prasar Bharati, private satellite and FM channels.

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8. Details of membership with other Professional Organizations/Associations (national and international alignments), if any.
9. Details of previous work undertaken with government, PSU and reputed private organizations with work order and work completion certificates.
10. Annual turnover of the agency in preceding three financial years duly certified by a Chartered Accountant along with balance sheet for the past three years.
11. Latest Income Tax, Service Tax clearance certificates/documents
12. Self attested copy of the PAN card
13. Any other information that the agencies may like to provide.

LAST DATE AND TIME OF SUBMISSION OF EOI:

Interested agencies are requested to send their Expression of Interest in a sealed envelope along with supporting credentials so as to reach the Office of the Commissioner & Secretary, Political Department & State Coordinator, NRC, Assam on/before 2:00 PM of 11th November, 2014 at the following address. The envelope should be super-scribed/marked with: **"EXPRESSION OF INTEREST FOR EMPANELMENT OF MEDIA AGENCY TO CARRY OUT DISSEMINATION OF CREATIVES ON ELECTRONIC MEDIA FOR PUBLICITY UNDER NRC UPDATION PROJECT, ASSAM."** The agencies fulfilling the eligibility conditions will be called for a presentation on a given date by the Department.

PLACE OF SUBMISSION:

Office of Commissioner & Secretary, Political Department
CM Block, Assam Secretariat, Ground Floor
Dispur, 781006

Sd/-
(Prateek Hajela, IAS)
Commissioner & Secy, Political Department, and
State Coordinator, NRC, Assam

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ANNEXURE A

MEDIA AGENCY EMPANELMENT

LETTER FORMAT OF EXPRESSION OF INTEREST

A. This is with reference to your EoI no. SPMU/NRC/Media dissemination/2014/1 dated 21.10.2014 for Empanelment of Media Agency for dissemination of creatives on electronic media for a duration of 23 months.

B. We, (*Name of media agency*), hereby confirm that the information provided by me/us is true to the best of our knowledge.

C. It is clearly understood that NRC, Assam reserves the right to decide whether or not to consider the media agency for potential business association; that NRC, Assam reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever and that NRC, Assam reserves all rights to have any number of agencies as deemed fit on its panel and to award them work at its sole discretion.

We hereby state on record that we accept all the terms & conditions as specified in the EoI document and would be participating in the subsequent stages of the bidding process for Empanelment, if called for, assuring best of our services.

Date:

Place:

Signature of the authorized signatory:

Name:

Contact no:

Official Stamp: