

**:::: GOVERNMENT OF ASSAM::::**  
**POLITICAL DEPARTMENT:: DISPUR :: GUWAHATI**

**No: SPMU/NRC/Media dissemination/2014/5**

**Dated 21.10.2014**

**EXPRESSION OF INTEREST FOR EMPANELMENT OF MEDIA AGENCY TO CARRY OUT  
DISSEMINATION OF CONTENT ON PRINT MEDIA FOR PUBLICITY UNDER NRC  
UPDATION PROJECT, ASSAM**

Office of the Commissioner & Secretary, Political Department & State Coordinator, NRC invites Expression of Interest (EOI) from reputed advertising agencies for empanelment to disseminate publicity contents (creatives) on Local Newspapers at the latest rates approved by the Directorate of Information & Public Relations (DIPR), Assam and at National Newspapers as per requirement at the best commercial/card rates.

**SCOPE OF WORK:**

- i. Release of advertisements of creatives involving NRC.
- ii. Publication of press releases.
- iii. Publication of tender advertisements.
- iv. Print Media planning & buying.
- v. Space monitoring of Print media for publishing creatives and archiving.
- vi. Any other work related to publicity of NRC Updation project.

**Eligibility Criteria**

The eligibility criteria for empanelment are given below:

1. Full Indian Newspaper Society (INS) accreditation for press advertisements.
2. A registered office of the Agency should be in Guwahati, Assam with state-of-the-art infrastructure, adequate & qualified personnel and client serving departments.
3. Proficiency and proof reading facilities in English, Assamese & Bengali.
4. Minimum 5 year experience in the field of advertising and mass communication.

**:::: GOVERNMENT OF ASSAM::::**  
**POLITICAL DEPARTMENT:: DISPUR :: GUWAHATI**

5. The agency must have previous experience in conducting and releasing print media for Govt. organizations, PSU or reputed private organizations.
6. Experience of handling at least one state wide campaign for any government agency/PSU/reputed private agency.
7. Agency should have annual turnover average of Rs. 1 (One) crore for last three (3) financial year FY 11-12, FY 12-13 and FY 13-14.
8. The Agency should have media planning team to facilitate and plan strategy to execute advertisements on print media.
9. Latest Income Tax, Service Tax, etc. clearance.

**List of Documents to be enclosed with application :**

1. Letter indicating Expression of Interest for empanelment to carry out dissemination of contents on print 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 any)
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. Certificate of accreditation with INS.
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 other reputed private organizations with work order and work completion certificates.

**:::: GOVERNMENT OF ASSAM::::**  
**POLITICAL DEPARTMENT:: DISPUR :: GUWAHATI**

10. Annual turnover of the agency in preceding three financial years duly certified by Chartered Accountant along with balance sheet for the past three years.
11. Latest Income Tax, Service Tax clearance certificates.
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 11<sup>th</sup> 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 CONTENT ON PRINT 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

**:::: GOVERNMENT OF ASSAM::::  
POLITICAL DEPARTMENT:: DISPUR :: GUWAHATI**

**ANNEXURE A**

**MEDIA AGENCY EMPANELMENT**

**LETTER FORMAT OF EXPRESSION OF INTEREST**

**A.** This is with reference to your EoI no. **SPMU/NRC/Media dissemination/2014/5 Dated 21.10.2014** for Empanelment of Media Agency for dissemination of creatives on print media for a duration of 23 months, which may be reduced or extended as per the decision of the Department.

**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: