



**OFFICE OF THE MISSION DIRECTOR  
National Health Mission, Assam  
Saikia Commercial Complex, Srinagar Path, Christianbasti, G.S Road,  
Guwahati-781005, Assam**

No: NRHM/Publicity Cam/725/P11/2012-13

Date: 18/02/2015

**EXPRESSION OF INTEREST FOR EMPANELMENT OF REPUTED AGENCY TO CARRY  
OUT DISSEMINATION OF CONTENTS ON ELECTRONIC MEDIA FOR PUBLICITY**

National Health Mission 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 NHM, Assam at the latest rates approved by the Directorate of Advertising & Visual Publicity (DAVP).

**1. SCOPE OF WORK:**

National Health Mission, 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 jingles/spots 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 NHM, Assam through different electronic formats.

**2. ELIGIBILITY CRITERIA:**

The eligibility criteria for empanelment are given below:

SI No 1	Eligibility Criteria 2	Documents required 3
A	The agency must have previous experience in conducting and releasing campaign of Govt organization / Doordarshan Kendra/ FM station /local private satellite channels and AIR.	Attested copies of order/contracts of such works executed for Govt. organizations during the last three financial years.
B	Authorization of private satellite channels and FM channels for advertising in private satellite and FM channels of Assam.	Attested Copies of order/agreement
C	The Agency should have experience of Dissemination of Government campaign under DIPR	Attested copies of order/contracts of earlier works
D	The firm should have adequate infrastructure and personnel for carrying out business.	Attested copies of trade License/registration certificate from competent authority
E	The Agency should have media planning team to facilitate and plan strategy to execute advertisements on television, radio and social media websites	Details of manpower/infrastructure
F	Proficiency and proof reading facilities in English, Assamese & Bengali	Attested copies of work orders/contracts in such field executed in last three financial years.
G	Registered agency under Prasar Bharti	Attested Copies of order/agreement
H	Agency should have annual turnover of Rs. 2 CRORE for last three (3) financial year, i.e., FY 11-12, FY 12-13 and FY13-14	Agencies should provide Annual Turnover Statement for the last 3 financial years in the specified format at <b>Annexure A</b> certified by the Auditor/ Chartered Accountant
I	Any other information, which is considered useful	Supporting Documents

**3. EVALUATION / SELECTION PROCEDURE:**

Evaluation / selection shall be carried out in the following stages:-

- a. Agencies with sound financial background and reliable track record will be short-listed based on the responses against the notice inviting “expressions of interest”.
- b. The final short listed agencies will be required to submit their price bid. Price bids of the shortlisted agencies shall be opened in presence of bidders.
- c. The decision of the authority shall be final.

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

- i. Name of the Advertising Agency.....
- ii. Date of establishment.....
- iii. 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)
- iv. Profile of its Managerial Team handling publicity work, their qualifications and experience.
  - a. ....
  - b. ....
  - c. ....
  - d. ....(add more if required)
- e. Agency structure (whether Partnership/Proprietorship/Limited Company etc.).....
- f. Registration details with Prasar Bharati and private satellite and FM Channels.
- g. Details of membership with other Professional Organizations/Associations (national and international alignments), if any.

- h. Details of previous work undertaken with government, PSU and reputed private organizations with work order and work completion certificates.
- i. 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.
- j. Latest Income Tax, Service Tax clearance.
- k. PAN card
- l. Registration Certificate.
- m. Any other information that the agencies may like to provide.

**5. Other details/documents:**

- a. Details/documents as mentioned under SI no. 2 must be furnished.

**6. 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 NHM Assam on/before 4th March till 2:00 PM of, 2015 at the following address. The envelope should be superscribed / marked with: **“EXPRESSION OF INTEREST FOR EMPANELMENT OF REPUTED AGENCY TO CARRY OUT DISSEMINATION OF CONTENTS ON ELECTRONIC MEDIA FOR PUBLICITY”** ,

**7. PLACE OF SUBMISSION:**

Office of Mission Director, National Health Mission  
Saikia Commercial Complex, Sreenagar Path, Christian Basti, G S Road  
Guwahati-781005, Assam

**Annexure-A**

**ANNUAL TURNOVER STATEMENT OF THE BIDDER**

The Annual Turnover of \_\_\_\_\_ for the past three years are given below and certified that the statement are true and correct.

Sl No.	Year	Turnover in Lakhs
1.	2011-12	
2.	2012-13	
3.	2013-14	
Total		- Rs. _____ Lakhs

Seal & Signature of Chartered  
Accountant/Auditor