

**OFFICE OF THE DIRECTOR, ASSAM ADMINISTRATIVE  
STAFF COLLEGE SOCIETY GUWAHATI-781022**

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No. AASC(T/C)21/2014/6,

Dated Guwahati the 3<sup>rd</sup> of June, 2014

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

The Government of Assam in the Administrative Reforms and Training Department is in the process of undertaking a communication campaign to generate awareness among the masses about The Assam Right to Public Services Act 2012 (RTPS Act), by highlighting the services under the Act whereby people will be able to receive those notified services within a definite time frame. The campaign would be undertaken through newspapers, television and radio.

In this regard, sealed "Expression of Interest (EOI)" in two-bid format (technical bid and financial bid) is invited from experienced advertising agencies capable of designing and executing the said campaign in Assam.

Maximum budget available for the campaign is Rs 10 lakh only.

Firms which have minimum turnover of Rs.3 (three) crores annually, consecutively for the last three years and have experience of working with Government/PSUs may submit EoI in requisite application format upto 3.00 p.m. of 24/6/2014. The EoIs will be opened on the same day at 3.30 p.m. In case that day happens to be a holiday, the EoIs will be opened on the next working day. The detailed qualification criteria and application form can be downloaded from our website [www.aasc.gov.in](http://www.aasc.gov.in) or obtained from the office of the undersigned on payment of Rs.1000/- (Rupees one thousand only).

The undersigned reserves the right to accept/reject any or all the application/s without assigning any reason thereof and no subsequent correspondence in this matter will be entertained.

Sd-

(Director of Training i/c)

Assam Administrative Staff College  
Society, Khanapara, Guwahati-781022

## **INSTRUCTION TO APPLICANTS**

### **The technical bid would consist of the following:**

1. A profile of the agency
2. Documentary proof of experience of designing and executing at least three campaign of similar nature for Central/ State PSUs or Government agency in the last 2 years.
3. INS accreditation
4. Earnest Money Deposit of Rs.20,000.00 (Rupees Twenty thousand ) only in favour of Director, Assam Administrative Staff College Society form of demand draft.
5. Proof of turnover of at least Rs. 3.0 (Rupees three crores) only consecutively during the last 3 financial years.
6. Proof of having a full- fledged office and creative team in Guwahati
7. Service Tax Registration Certificate, IT return of the last 3 FYs, PAN and trade license.
8. Company registration certificate.
9. Suggested concept of the communication and creative strategy along with creative design for the campaign and suggested media plan spread over one month.
10. Receipt of amount of Rs.1,000/- only paid for the tender papers must be enclosed.

### **The Financial Bid would consist of the following:**

1. Cost of conceptualizing and designing the communication campaign including the creative and production charges.
2. Cost of releasing the advertisements as per the suggested media plan.

### **Evaluation procedure**

The agency will be selected primarily on the minimum qualifying criteria as mentioned in the Technical Bid followed by their concept, design and creative strategy for the communication. The bidders will also have to make a presentation about how they intend to execute the communication campaign.