

**Assam State Disaster Management Authority  
Government of Assam  
Invites  
Expression of Interest  
for  
Empanelment of Creative Agencies/Media Agencies**

Assam State Disaster Management Authority, Government of Assam is interested to empanel Creative agencies/Media agencies for undertaking various creative works for the State Disaster Management Authority. The main objective is to develop a strategy for Public Awareness on issues of Disaster Management through a comprehensive well designed media plan. The period of empanelment will be for two years. Interested agencies may submit proposal for empanelment as per details given below:

**Scope of work**

- A. Designing of creatives on issues of probable disasters in Assam in various languages for Print and outdoor media campaign.
- B. Production of TV commercials for launch of TV campaign in Assam.
- C. Production of Radio Jingles in various Indian languages for launch of Audio campaign.
- D. Production of creatives for web based campaign.
- E. Designing of Publicity material such as brochures, folders, leaflets etc
- F. Supervision of Printing etc for quality production on the items designed by the agency.
- G. Marketing of the various products.

**Assam State Disaster Management Authority invites EOI from Creative Agencies/ Media Agencies for the above service. The Creative Agencies/ Media Agencies should have carried out assignments of similar type/ work to meet requisite standards.**

**Qualification & Experience**

1. Should have a minimum of three years professional experience in designing creatives/commercials for Print, TV, Web, Radio and Outdoor media and Publicity material.
2. Should submit details of appropriate staff/team for production and supply of creatives. (Print, TV, Web, Radio etc)

Proposals should be submitted with proof of a) Experience b) Profile & Track record of the Agency including a list of technical persons available and c) Details of work of similar nature undertaken by the agency d) Audited balance sheet of the last three years.

**Creative Agencies/ Media Agencies will be empanelled in accordance with the procedures set out by Assam State Disaster Management Authority based on the EOIs received and evaluated.**

**EOI must be delivered on or before 31<sup>th</sup> July 2010 at the following address**

**Disaster Management Cell  
Block C, 2<sup>nd</sup> Floor  
Assam State Secretariat  
Dispur,  
Guwahati- 781006**

**EOI's received after the last date of submission shall not be considered. Assam State Disaster Management Authority shall not be responsible for any delay in submission including delay due to postal or any other reason whatsoever.**

Chief Executive Officer  
Assam State Disaster Management Authority  
Dispur, Assam