



## **ARIAS SOCIETY**

**Assam Rural Infrastructure and Agricultural Services Society**

*(An Autonomous Body of the Govt. of Assam)*

**Project Management Unit (PMU) of the World Bank financed  
Assam Citizen Centric Service Delivery Project (ACCSDP)**

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

Tel: +91 361-2332125; email: [spd@arias.in](mailto:spd@arias.in); website: [www.arias.in](http://www.arias.in)



### **CONTRACT FOR CONSULTANT'S SERVICES Lump-Sum**

#### **Project:**

**Assam Citizen Centric Service Delivery Project (ACCSDP)**

**(Project ID - P150308, IBRD Loan No. 8754-IN)**

**(Procurement Plan Reference No.: IN-ARIAS-9344-CS-QCBS)**

**CONTRACT No.: ARIAS/CCSDP/38/2016/Pt-I/137**

#### ***Between***

**Assam Rural Infrastructure and Agricultural Services  
Society (ARIAS Society)**

Project Management Unit, Agriculture Complex, Khanapara, G.S. Road,  
Guwahati-781022 (Assam, India); email: [spd@arias.in](mailto:spd@arias.in)

#### ***And***

**M/s Arihant Advertising Agency (Lead),**

13-B, Ground Floor, Bee Gee Market, S.R.C.B. Road, Fancy Bazar,  
Guwahati-781001, Email: [arihant02@gmail.com](mailto:arihant02@gmail.com) , [arihant02@yahoo.com](mailto:arihant02@yahoo.com) ;

*In Joint Venture with:*

**M/s North East Yellow Pages,**

191, R. G. Baruah Road, Guwahati- 781005,

Email: [contactus@good-times.in](mailto:contactus@good-times.in) ;

**For the Consulting Services for:**

**“Conducting State Wide Citizen Awareness Campaign/  
Information, Education, and Communication (IEC)  
Campaign to publicize provision of the Assam RTPS Act”**

**Country: India**

**Date of Signing: 30<sup>th</sup> January 2019**

*Signature*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Signature*  
State Project Director  
ARIAS Society

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*C. Saenger*  
**ARIHANT ADVERTISING AGENCY**  
**SRCB ROAD, FANCY BAZAR**  
**GUWAHATI-781001**

*[Signature]*  
**State Project Director**  
**ARIAS Society**

## I. Form of Contract

### LUMP-SUM

This CONTRACT (hereinafter called the "Contract") is made the 30<sup>th</sup> day of the month of January, 2019, between, on the one hand, the State Project Director, *Assam Rural Infrastructure & Agricultural Services Society (ARIASS), Assam, Khanapara, Guwahati-22*, (hereinafter called the "Client") and, on the other hand, a Joint Venture consisting of the following entities, each member of which will be jointly and severally liable to the Client for all the Consultant's obligations under this Contract, namely, **M/s Arihant Advertising Agency (Lead), 13-B, Ground Floor, Bee Gee Market, S.R.C.B. Road, Fancy Bazar, Guwahati-781001; and M/s North East Yellow Pages, 191, R. G. Baruah Road, Guwahati-781005**] (hereinafter called the "Consultant").

WHEREAS

- (a) the Client has requested the Consultant to provide certain consulting services as defined in this Contract (hereinafter called the "Services");
- (b) the Consultant, having represented to the Client that it has the required professional skills, expertise and technical resources, has agreed to provide the Services on the terms and conditions set forth in this Contract;
- (c) the Client has received a loan from the International Bank for Reconstruction Development (IBRD) toward the cost of the Services and intends to apply a portion of the proceeds of this loan] to eligible payments under this Contract, it being understood that **(i)** payments by the Bank will be made only at the request of the Client and upon approval by the Bank; **(ii)** such payments will be subject, in all respects, to the terms and conditions of the financing agreement, including prohibitions of withdrawal from the loan account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of the Bank, is prohibited by the decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations; and **(iii)** no party other than the Client shall derive any rights from the financing agreement or have any claim to the loan proceeds;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
  - (a) The General Conditions of Contract (including Attachment 1 "Bank Policy – Corrupt and Fraudulent Practices);
  - (b) The Special Conditions of Contract;
  - (c) **Appendices:**
    - Appendix - A: Terms of Reference
    - Appendix - B: Key Experts
    - Appendix - C: Breakdown of Contract Price
    - Appendix - D: Form of Advance Payments Guarantee
    - Appendix - E: Minutes of Negotiation
    - Appendix - F: Technical & Financial Proposal submitted by the Consultant.

In the event of any inconsistency between the documents, the following order of precedence shall prevail: the Special Conditions of Contract; the General Conditions of Contract, including Attachment 1; Appendix A; Appendix B; Appendix C; Appendix D and Appendix E. Any reference to this Contract shall include, where the context permits, a reference to its Appendices.

  
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2. The mutual rights and obligations of the Client and the Consultant shall be as set forth in the Contract, in particular:
- (a) The Consultant shall carry out the Services in accordance with the provisions of the Contract; and
  - (b) The Client shall make payments to the Consultant in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.


**Signature** for and on behalf of M/s Arihant Advertising Agency:



ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

(Sandip Kumar Dugar)  
Partner, M/s North East Yellow Pages and  
authorized representative of *Joint Venture between M/s  
Arihant Advertising Agency (Lead), 13-B, Ground Floor,  
Bee Gee Market, S.R.C.B. Road, Fancy Bazar, Guwahati-1  
and M/s North East Yellow Pages, 191, R. G. Baruah Road,  
Guwahati-5; Email: contactus@good-times.in*

**Witness:1**

  
(JUNMONI NATH)  
MANAGER, NEYP  
GUWAHATI - 5

**Signature** for and on behalf of ARIAS Society



(Vinod Seshan, IAS)  
State Project Director,  
Assam Rural Infrastructure & Agricultural Services  
(ARIAS) Society, Agriculture Campus, Khanapara,  
Guwahati - 781 022, Assam, India  
Tel: 0361-2332125; Email: spd@arias.in

**Witness:2**

  
(SUSHMITA DUTTA)  
IEC cum COMMUNICATION  
SPECIALIST, ACCSDP  
ARIAS SOCIETY  
GUWAHATI - 22



## II. General Conditions of Contract

### A. GENERAL PROVISIONS

#### 1. Definitions

1.1. Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

(a) "Applicable Guidelines" means Guidelines for Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, dated January 2011.

(b) "Applicable Law" means the laws and any other instruments having the force of law in the Client's country, or in such other country as may be specified in the **Special Conditions of Contract (SCC)**, as they may be issued and in force from time to time.

(c) "Bank" means the International Bank for Reconstruction and Development (IBRD) or the International Development Association (IDA).

(d) "Borrower" means the Government, Government agency or other entity that signs the financing agreement with the Bank.

(e) "Client" means the implementing agency that signs the Contract for the Services with the Selected Consultant.

(f) "Consultant" means a legally-established professional consulting firm or entity selected by the Client to provide the Services under the signed Contract.

(g) "Contract" means the legally binding written agreement signed between the Client and the Consultant and which includes all the attached documents listed in its paragraph 1 of the Form of Contract (the General Conditions (GCC), the Special Conditions (SCC), and the Appendices).

(h) "Day" means a working day unless indicated otherwise.

(i) "Effective Date" means the date on which this Contract comes into force and effect pursuant to Clause GCC 11.

(j) "Experts" means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Consultant, Sub-consultant or JV member(s) assigned by the Consultant to perform the Services or any part thereof under the Contract.

(k) "Foreign Currency" means any currency other than the currency of the Client's country.

(l) "GCC" means these General Conditions of Contract.

(m) "Government" means the government of the Client's country.

(n) "Joint Venture (JV)" means an association with or without a legal personality distinct from that of its members, of more than one entity where one member has the authority to conduct all businesses for and on behalf of any and all the members of the JV, and where the members of the JV are jointly and severally liable to the Client for the performance of the Contract.

(o) "Key Expert(s)" means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract and whose Curricula Vitae (CV) was taken into account in the technical evaluation of the Consultant's proposal.

(p) "Local Currency" means the currency of the Client's country.

(q) "Non-Key Expert(s)" means an individual professional provided by the Consultant or its Sub-consultant to perform the Services or any part thereof under the Contract.

  
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(r) "Party" means the Client or the Consultant, as the case may be, and "Parties" means both of them.

(s) "SCC" means the Special Conditions of Contract by which the GCC may be amended or supplemented but not over-written.

(t) "Services" means the work to be performed by the Consultant pursuant to this Contract, as described in Appendix A hereto.

(u) "Sub-consultants" means an entity to whom/which the Consultant subcontracts any part of the Services while remaining solely liable for the execution of the Contract.

(v) "Third Party" means any person or entity other than the Government, the Client, the Consultant or a Sub-consultant.

**2. Relationship between the Parties**

2.1. Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between the Client and the Consultant. The Consultant, subject to this Contract, has complete charge of the Experts and Sub-consultants, if any, performing the Services and shall be fully responsible for the Services performed by them or on their behalf hereunder.

**3. Law Governing Contract**

3.1. This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.

**4. Language**

4.1. This Contract has been executed in the language specified in the SCC, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.

**5. Headings**

5.1. The headings shall not limit, alter or affect the meaning of this Contract.

**6. Communications**

6.1. Any communication required or permitted to be given or made pursuant to this Contract shall be in writing in the language specified in Clause GCC 4. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent to such Party at the address specified in the SCC.

6.2. A Party may change its address for notice hereunder by giving the other Party any communication of such change to the address specified in the SCC.

**7. Location**

7.1. The Services shall be performed at such locations as are specified in **Appendix A** hereto and, where the location of a particular task is not so specified, at such locations, whether in the Government's country or elsewhere, as the Client may approve.

**8. Authority of Member in Charge**

8.1. In case the Consultant is a Joint Venture, the members hereby authorize the member specified in the SCC to act on their behalf in exercising all the Consultant's rights and obligations towards the Client under this Contract, including without limitation the receiving of instructions and payments from the Client.

**9. Authorized Representatives**

9.1. Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the Client or the Consultant may be taken or executed by the officials specified in the SCC.

**10. Corrupt and Fraudulent Practices**

10.1. The Bank requires compliance with its policy in regard to corrupt and fraudulent practices as set forth in **Attachment 1** to the GCC.

**a. Commissions and Fees**

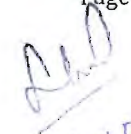
10.2. The Client requires the Consultant to disclose any commissions, gratuities or fees that may have been paid or are to be paid to Agents or any other party with respect to the selection process or execution of the Contract.

The information disclosed must include at least the name and address of the agent or other party, the amount and currency, and the purpose of the commission, gratuity or fee. Failure to disclose such commissions, gratuities or fees may result in termination of the Contract and/or sanctions by the Bank.

## **B. COMMENCEMENT, COMPLETION, MODIFICATION AND TERMINATION OF CONTRACT**

- 11. Effectiveness of Contract** 11.1. This Contract shall come into force and effect on the date (the "Effective Date") of the Client's notice to the Consultant instructing the Consultant to begin carrying out the Services. This notice shall confirm that the effectiveness conditions, if any, listed in the SCC have been met.
- 12. Termination of Contract for Failure to Become Effective** 12.1. If this Contract has not become effective within such time period after the date of Contract signature as specified in the SCC, either Party may, by not less than twenty two (22) days written notice to the other Party, declare this Contract to be null and void, and in the event of such a declaration by either Party, neither Party shall have any claim against the other Party with respect hereto.
- 13. Commencement of Services** 13.1. The Consultant shall confirm availability of Key Experts and begin carrying out the Services not later than the number of days after the Effective Date specified in the SCC.
- 14. Expiration of Contract** 14.1. Unless terminated earlier pursuant to Clause GCC 19 hereof, this Contract shall expire at the end of such time period after the Effective Date as specified in the SCC.
- 15. Entire Agreement** 15.1. This Contract contains all covenants, stipulations and provisions agreed by the Parties. No agent or representative of either Party has authority to make, and the Parties shall not be bound by or be liable for, any statement, representation, promise or agreement not set forth herein.
- 16. Modifications or Variations** 16.1. Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.
- 16.2. In cases of substantial modifications or variations, the prior written consent of the Bank is required.
- 17. Force Majeure**
- a. Definition** 17.1. For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable, and makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible under the circumstances, and subject to those requirements, includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action confiscation or any other action by Government agencies.
- 17.2. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or such Party's Experts, Sub-consultants or agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected to both take into account at the time of the conclusion of this Contract, and avoid or overcome in the carrying out of its obligations hereunder.
- 17.3. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

  
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**b. No Breach of Contract**

17.4. The failure of a Party to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.

**c. Measures to be Taken**

17.5. A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.

17.6. A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) calendar days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

17.7. Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

17.8. During the period of their inability to perform the Services as a result of an event of Force Majeure, the Consultant, upon instructions by the Client, shall either:

- (a) demobilize, in which case the Consultant shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the Client, in reactivating the Services; or
- (b) continue with the Services to the extent reasonably possible, in which case the Consultant shall continue to be paid under the terms of this Contract and be reimbursed for additional costs reasonably and necessarily incurred.

17.9. In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to Clauses GCC 44 & 45.

**18. Suspension**

18.1. The Client may, by written notice of suspension to the Consultant, suspend all payments to the Consultant hereunder if the Consultant fails to perform any of its obligations under this Contract, including the carrying out of the Services, provided that such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the Consultant to remedy such failure within a period not exceeding thirty (30) calendar days after receipt by the Consultant of such notice of suspension.

**19. Termination**

19.1. This Contract may be terminated by either Party as per provisions set up below:

**a. By the Client**

19.1.1. The Client may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (f) of this Clause. In such an occurrence the Client shall give at least thirty (30) calendar days' written notice of termination to the Consultant in case of the events referred to in (a) through (d); at least sixty (60) calendar days' written notice in case of the event referred to in (e); and at least five (5) calendar days' written notice in case of the event referred to in (f):

(a) If the Consultant fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension pursuant to Clause GCC 18;

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(b) If the Consultant becomes (or, if the Consultant consists of more than one entity, if any of its members becomes) insolvent or bankrupt or enter into any agreements with their creditors for relief of debt or take advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary;

(c) If the Consultant fails to comply with any final decision reached as a result of arbitration proceedings pursuant to Clause GCC 45.1;

(d) If, as the result of Force Majeure, the Consultant is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days;

(e) If the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract;

(f) If the Consultant fails to confirm availability of Key Experts as required in Clause GCC 13.

19.1.2. Furthermore, if the Client determines that the Consultant has engaged in corrupt, fraudulent, collusive, coercive or obstructive practices, in competing for or in executing the Contract, then the Client may, after giving fourteen (14) calendar days written notice to the Consultant, terminate the Consultant's employment under the Contract.

**b. By the Consultant**

19.1.3. The Consultant may terminate this Contract, by not less than thirty (30) calendar days' written notice to the Client, in case of the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause.

(a) If the Client fails to pay any money due to the Consultant pursuant to this Contract and not subject to dispute pursuant to Clause GCC 45.1 within forty-five (45) calendar days after receiving written notice from the Consultant that such payment is overdue.

(b) If, as the result of Force Majeure, the Consultant is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days.

(c) If the Client fails to comply with any final decision reached as a result of arbitration pursuant to Clause GCC 45.1.


(d) If the Client is in material breach of its obligations pursuant to this Contract and has not remedied the same within forty-five (45) days (or such longer period as the Consultant may have subsequently approved in writing) following the receipt by the Client of the Consultant's notice specifying such breach.

**c. Cessation of Rights and Obligations**

19.1.4. Upon termination of this Contract pursuant to Clauses GCC 12 or GCC 19 hereof, or upon expiration of this Contract pursuant to Clause GCC 14, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality set forth in Clause GCC 22, (iii) the Consultant's obligation to permit inspection, copying and auditing of their accounts and records set forth in Clause GCC 25, and (iv) any right which a Party may have under the Applicable Law.

**d. Cessation of Services**

19.1.5. Upon termination of this Contract by notice of either Party to the other pursuant to Clauses GCC 19a or GCC 19b, the Consultant shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and

  
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shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the Consultant and equipment and materials furnished by the Client, the Consultant shall proceed as provided, respectively, by Clauses GCC 27 or GCC 28.

**e. Payment upon Termination**

19.1.6. Upon termination of this Contract, the Client shall make the following payments to the Consultant:

(a) payment for Services satisfactorily performed prior to the effective date of termination; and

(b) in the case of termination pursuant to paragraphs (d) and (e) of Clause GCC19.1.1, reimbursement of any reasonable cost incidental to the prompt and orderly termination of this Contract, including the cost of the return travel of the Experts.

**C. OBLIGATIONS OF THE CONSULTANT**

**20. General**

**a. Standard of Performance**

20.1 The Consultant shall perform the Services and carry out the Services with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods. The Consultant shall always act, in respect of any matter relating to this Contract or to the Services, as a faithful adviser to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with the third parties.

20.2. The Consultant shall employ and provide such qualified and experienced Experts and Sub-consultants as are required to carry out the Services.

20.3. The Consultant may subcontract part of the Services to an extent and with such Key Experts and Sub-consultants as may be approved in advance by the Client. Notwithstanding such approval, the Consultant shall retain full responsibility for the Services.

**b. Law Applicable to Services**

20.4. The Consultant shall perform the Services in accordance with the Contract and the Applicable Law and shall take all practicable steps to ensure that any of its Experts and Sub-consultants, comply with the Applicable Law.

20.5. Throughout the execution of the Contract, the Consultant shall comply with the import of goods and services prohibitions in the Client's country when

(a) as a matter of law or official regulations, the Borrower's country prohibits commercial relations with that country; or

(b) by an act of compliance with a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations, the Borrower's Country prohibits any import of goods from that country or any payments to any country, person, or entity in that country.

20.6. The Client shall notify the Consultant in writing of relevant local customs, and the Consultant shall, after such notification, respect such customs.

**21. Conflict of Interests**

21.1. The Consultant shall hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflict with other assignments or their own corporate interests.

**a. Consultant Not to Benefit from Commissions, Discounts, etc.**

21.1.1 The payment of the Consultant pursuant to GCC F (Clauses GCC 38 through 42) shall constitute the Consultant's only payment in connection with this Contract and, subject to Clause GCC 21.1.3, the Consultant shall not accept for its own benefit any trade commission, discount or similar payment in connection

with activities pursuant to this Contract or in the discharge of its obligations hereunder, and the Consultant shall use its best efforts to ensure that any Sub-consultants, as well as the Experts and agents of either of them, similarly shall not receive any such additional payment.

21.1.2 Furthermore, if the Consultant, as part of the Services, has the responsibility of advising the Client on the procurement of goods, works or services, the Consultant shall comply with the Bank's Applicable Guidelines, and shall at all times exercise such responsibility in the best interest of the Client. Any discounts or commissions obtained by the Consultant in the exercise of such procurement responsibility shall be for the account of the Client.

**b. Consultant and Affiliates Not to Engage in Certain Activities**

21.1.3 The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, as well as any Sub-consultants and any entity affiliated with such Sub-consultants, shall be disqualified from providing goods, works or non-consulting services resulting from or directly related to the Consultant's Services for the preparation or implementation of the project, unless otherwise indicated in the SCC.

**c. Prohibition of Conflicting Activities**

21.1.4 The Consultant shall not engage, and shall cause its Experts as well as its Sub-consultants not to engage, either directly or indirectly, in any business or professional activities that would conflict with the activities assigned to them under this Contract.

**d. Strict Duty to Disclose Conflicting Activities**

21.1.5 The Consultant has an obligation and shall ensure that its Experts and Sub-consultants shall have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Consultant or the termination of its Contract.

**22. Confidentiality**

22.1 Except with the prior written consent of the Client, the Consultant and the Experts shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Consultant and the Experts make public the recommendations formulated in the course of, or as a result of, the Services.

**23. Liability of the Consultant**

23.1 Subject to additional provisions, if any, set forth in the SCC, the Consultant's liability under this Contract shall be provided by the Applicable Law.

**24. Insurance to be Taken out by the Consultant**


24.1 The Consultant (i) shall take out and maintain, and shall cause any Sub-consultants to take out and maintain, at its (or the Sub-consultants', as the case may be) own cost but on terms and conditions approved by the Client, insurance against the risks, and for the coverage specified in the SCC, and (ii) at the Client's request, shall provide evidence to the Client showing that such insurance has been taken out and maintained and that the current premiums therefore have been paid. The Consultant shall ensure that such insurance is in place prior to commencing the Services as stated in Clause GCC 13.

**25. Accounting, Inspection and Auditing**

25.1 The Consultant shall keep, and shall make all reasonable efforts to cause its Sub-consultants to keep, accurate and systematic accounts and records in respect of the Services and in such form and detail as will clearly identify relevant time changes and costs.

25.2 The Consultant shall permit and shall cause its Sub-consultants to permit, the Bank and/or persons appointed by the Bank to inspect the Site and/or all accounts and records relating to the performance of the Contract and the submission of the Proposal to provide the Services, and to have such accounts and records audited by auditors appointed by the Bank if requested by the Bank. The Consultant's attention is drawn to Clause GCC 10 which provides, inter alia, that acts intended to materially impede the exercise of the Bank's inspection and audit rights provided for under this Clause GCC25.2 constitute a prohibited

  
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practice subject to contract termination (as well as to a determination of ineligibility under the Bank's prevailing sanctions procedures.)

**26. Reporting Obligations**

26.1 The Consultant shall submit to the Client the reports and documents specified in **Appendix A**, in the form, in the numbers and within the time periods set forth in the said Appendix.

**27. Proprietary Rights of the Client in Reports and Records**

27.1 Unless otherwise indicated in the **SCC**, all reports and relevant data and information such as maps, diagrams, plans, databases, other documents and software, supporting records or material compiled or prepared by the Consultant for the Client in the course of the Services shall be confidential and become and remain the absolute property of the Client. The Consultant shall, not later than upon termination or expiration of this Contract, deliver all such documents to the Client, together with a detailed inventory thereof. The Consultant may retain a copy of such documents, data and/or software but shall not use the same for purposes unrelated to this Contract without prior written approval of the Client.

27.2 If license agreements are necessary or appropriate between the Consultant and third parties for purposes of development of the plans, drawings, specifications, designs, databases, other documents and software, the Consultant shall obtain the Client's prior written approval to such agreements, and the Client shall be entitled at its discretion to require recovering the expenses related to the development of the program(s) concerned. Other restrictions about the future use of these documents and software, if any, shall be specified in the **SCC**.

**28. Equipment, Vehicles and Materials**

28.1 Equipment, vehicles and materials made available to the Consultant by the Client, or purchased by the Consultant wholly or partly with funds provided by the Client, shall be the property of the Client and shall be marked accordingly. Upon termination or expiration of this Contract, the Consultant shall make available to the Client an inventory of such equipment, vehicles and materials and shall dispose of such equipment, vehicles and materials in accordance with the Client's instructions. While in possession of such equipment, vehicles and materials, the Consultant, unless otherwise instructed by the Client in writing, shall insure them at the expense of the Client in an amount equal to their full replacement value.

28.2 Any equipment or materials brought by the Consultant or its Experts into the Client's country for the use either for the project or personal use shall remain the property of the Consultant or the Experts concerned, as applicable.

**D. CONSULTANT'S EXPERTS AND SUB-CONSULTANTS**

**29. Description of Key Experts**

29.1 The title, agreed job description, minimum qualification and estimated period of engagement to carry out the Services of each of the Consultant's Key Experts are described in **Appendix B**.

**30. Replacement of Key Experts**

30.1 Except as the Client may otherwise agree in writing, no changes shall be made in the Key Experts.

30.2 Notwithstanding the above, the substitution of Key Experts during Contract execution may be considered only based on the Consultant's written request and due to circumstances outside the reasonable control of the Consultant, including but not limited to death or medical incapacity. In such case, the Consultant shall forthwith provide as a replacement, a person of equivalent or better qualifications and experience, and at the same rate of remuneration.

**31. Removal of Experts or Sub-consultants**

31.1 If the Client finds that any of the Experts or Sub-consultant has committed serious misconduct or has been charged with having committed a criminal action, or shall the Client determine that Consultant's Expert or Sub-consultant have engaged in corrupt, fraudulent, collusive, coercive or obstructive practice while performing the Services, the Consultant shall, at the Client's written request, provide a replacement.



31.2 In the event that any of Key Experts, Non-Key Experts or Sub-consultants is found by the Client to be incompetent or incapable in discharging assigned duties, the Client, specifying the grounds therefore, may request the Consultant to provide a replacement.

31.3 Any replacement of the removed Experts or Sub-consultants shall possess better qualifications and experience and shall be acceptable to the Client.

31.4 The Consultant shall bear all costs arising out of or incidental to any removal and/or replacement of such Experts.

#### **E. OBLIGATIONS OF THE CLIENT**

#### **32. Assistance and Exemptions**

32.1 Unless otherwise specified in the SCC, the Client shall use its best efforts to:

- (a) Assist the Consultant with obtaining work permits and such other documents as shall be necessary to enable the Consultant to perform the Services.
- (b) Assist the Consultant with promptly obtaining, for the Experts and, if appropriate, their eligible dependents, all necessary entry and exit visas, residence permits, exchange permits and any other documents required for their stay in the Client's country while carrying out the Services under the Contract.
- (c) Facilitate prompt clearance through customs of any property required for the Services and of the personal effects of the Experts and their eligible dependents.
- (c) Issue to officials, agents and representatives of the Government all such instructions and information as may be necessary or appropriate for the prompt and effective implementation of the Services.
- (d) Assist the Consultant and the Experts and any Sub-consultants employed by the Consultant for the Services with obtaining exemption from any requirement to register or obtain any permit to practice their profession or to establish themselves either individually or as a corporate entity in the Client's country according to the applicable law in the Client's country.
- (e) Assist the Consultant, any Sub-consultants and the Experts of either of them with obtaining the privilege, pursuant to the applicable law in the Client's country, of bringing into the Client's country reasonable amounts of foreign currency for the purposes of the Services or for the personal use of the Experts and of withdrawing any such amounts as may be earned therein by the Experts in the execution of the Services.
- (f) Provide to the Consultant any such other assistance as may be specified in the SCC.

#### **33. Access to Project Site**

33.1 The Client warrants that the Consultant shall have, free of charge, unimpeded access to the project site in respect of which access is required for the performance of the Services. The Client will be responsible for any damage to the project site or any property thereon resulting from such access and will indemnify the Consultant and each of the experts in respect of liability for any such damage, unless such damage is caused by the willful default or negligence of the Consultant or any Sub-consultants or the Experts of either of them.

#### **34. Change in the Applicable Law Related to Taxes and Duties**

34.1 If, after the date of this Contract, there is any change in the applicable law in the Client's country with respect to taxes and duties which increases or decreases the cost incurred by the Consultant in performing the Services, then the remuneration and reimbursable expenses otherwise payable to the Consultant under this Contract shall be increased or decreased accordingly by agreement between the Parties hereto, and corresponding adjustments shall be made to the Contract price amount specified in Clause GCC 38.1

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35. **Services, Facilities and Property of the Client** 35.1 The Client shall make available to the Consultant and the Experts, for the purposes of the Services and free of any charge, the services, facilities and property described in the Terms of Reference (**Appendix A**) at the times and in the manner specified in said **Appendix A**.
36. **Counterpart Personnel** 36.1 The Client shall make available to the Consultant free of charge such professional and support counterpart personnel, to be nominated by the Client with the Consultant's advice, if specified in **Appendix A**.
- 36.2 Professional and support counterpart personnel, excluding Client's liaison personnel, shall work under the exclusive direction of the Consultant. If any member of the counterpart personnel fails to perform adequately any work assigned to such member by the Consultant that is consistent with the position occupied by such member, the Consultant may request the replacement of such member, and the Client shall not unreasonably refuse to act upon such request.
37. **Payment Obligation** 37.1 In consideration of the Services performed by the Consultant under this Contract, the Client shall make such payments to the Consultant for the deliverables specified in **Appendix A** and in such manner as is provided by GCC F below.

#### **F. PAYMENTS TO THE CONSULTANT**

38. **Contract Price** 38.1 The Contract price is fixed and is set forth in the **SCC**. The Contract price breakdown is provided in **Appendix C**.
- 38.2 Any change to the Contract price specified in Clause 38.1 can be made only if the Parties have agreed to the revised scope of Services pursuant to Clause GCC 16 and have amended in writing the Terms of Reference in **Appendix A**.
39. **Taxes and Duties** 39.1 The Consultant, Sub-consultants and Experts are responsible for meeting any and all tax liabilities arising out of the Contract unless it is stated otherwise in the **SCC**.
- 39.2 As an exception to the above and as stated in the **SCC**, all local identifiable indirect taxes (itemized and finalized at Contract negotiations) are reimbursed to the Consultant or are paid by the Client on behalf of the Consultant.
40. **Currency of Payment** 40.1 Any payment under this Contract shall be made in the currency(ies) of the Contract.
41. **Mode of Billing and Payment** 41.1 The total payments under this Contract shall not exceed the Contract price set forth in Clause GCC 38.1.
- 41.2 The payments under this Contract shall be made in lump-sum installments against deliverables specified in **Appendix A**. The payments will be made according to the payment schedule stated in the **SCC**.

41.2.1 Advance payment: Unless otherwise indicated in the **SCC**, an advance payment shall be made against an advance payment bank guarantee acceptable to the Client in an amount (or amounts) and in a currency (or currencies) specified in the **SCC**. Such guarantee (i) is to remain effective until the advance payment has been fully set off, and (ii) is to be in the form set forth in **Appendix D**, or in such other form as the Client shall have approved in writing. The advance payments will be set off by the Client in equal portions against the lump-sum installments specified in the **SCC** until said advance payments have been fully set off.

41.2.2 The Lump-Sum Installment Payments. The Client shall pay the Consultant within sixty (60) days after the receipt by the Client of the deliverable(s) and the cover invoice for the related lump-sum installment

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payment. The payment can be withheld if the Client does not approve the submitted deliverable(s) as satisfactory in which case the Client shall provide comments to the Consultant within the same sixty (60) days period. The Consultant shall thereupon promptly make any necessary corrections, and thereafter the foregoing process shall be repeated.

41.2.3 *The Final Payment* .The final payment under this Clause shall be made only after the final report l have been submitted by the Consultant and approved as satisfactory by the Client. The Services shall then be deemed completed and finally accepted by the Client. The last lump-sum installment shall be deemed approved for payment by the Client within ninety (90) calendar days after receipt of the final report by the Client unless the Client, within such ninety (90) calendar day period, gives written notice to the Consultant specifying in detail deficiencies in the Services, the final report. The Consultant shall thereupon promptly make any necessary corrections, and thereafter the foregoing process shall be repeated. 41.2.4 All payments under this Contract shall be made to the accounts of the Consultant specified in the SCC.

41.2.4 With the exception of the final payment under 41.2.3 above, payments do not constitute acceptance of the whole Services nor relieve the Consultant of any obligations hereunder.

**42. Interest on Delayed Payments** 42.1 If the Client had delayed payments beyond fifteen (15) days after the due date stated in Clause GCC 41.2.2 , interest shall be paid to the Consultant on any amount due by, not paid on, such due date for each day of delay at the annual rate stated in the SCC.

#### **G. FAIRNESS AND GOOD FAITH**


**43. Good Faith** 43.1 The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.

#### **H. SETTLEMENT OF DISPUTES**

**44. Amicable Settlement** 44.1 The Parties shall seek to resolve any dispute amicably by mutual consultation.

44.2 If either Party objects to any action or inaction of the other Party, the objecting Party may file a written Notice of Dispute to the other Party providing in detail the basis of the dispute. The Party receiving the Notice of Dispute will consider it and respond in writing within fourteen (14) days after receipt. If that Party fails to respond within fourteen (14) days, or the dispute cannot be amicably settled within fourteen (14) days following the response of that Party, Clause GCC 45.1 shall apply.

**45. Dispute Resolution** 45.1 Any dispute between the Parties arising under or related to this Contract that cannot be settled amicably may be referred to by either Party to the adjudication/arbitration in accordance with the provisions specified in the SCC.

  
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## **Attachment 1: Bank's Policy - Corrupt and Fraudulent Practices**

(the text in this Attachment 1 shall not be modified)

**Guidelines for Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, dated January 2011:**

### **"Fraud and Corruption**

1.23 It is the Bank's policy to require that Borrowers (including beneficiaries of Bank loans), consultants, and their agents (whether declared or not), sub-contractors, sub-consultants, service providers, or suppliers, and any personnel thereof, observe the highest standard of ethics during the selection and execution of Bank-financed contracts [footnote: In this context, any action taken by a consultant or any of its personnel, or its agents, or its sub-consultants, sub-contractors, services providers, suppliers, and/or their employees, to influence the selection process or contract execution for undue advantage is improper.]. In pursuance of this policy, the Bank:

(a) defines, for the purposes of this provision, the terms set forth below as follows:

(i) "corrupt practice" is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party<sup>1</sup>;

(ii) "fraudulent practice" is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation<sup>2</sup>;

(iii) "collusive practices" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party<sup>3</sup>;

(iv) "coercive practices" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party<sup>4</sup>;

(v) "obstructive practice" is

(aa) deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a Bank investigation into allegations of a corrupt, fraudulent, coercive, or collusive practice; and/or threatening, harassing, or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or

(bb) acts intended to materially impede the exercise of the Bank's inspection and audit rights;

(b) will reject a proposal for award if it determines that the consultant recommended for award or any of its personnel, or its agents, or its sub-consultants, sub-contractors, services providers, suppliers, and/or their

<sup>1</sup> For the purpose of this sub-paragraph, "another party" refers to a public official acting in relation to the selection process or contract execution. In this context "public official" includes World Bank staff and employees of other organizations taking or reviewing selection decisions.

<sup>2</sup> For the purpose of this sub-paragraph, "party" refers to a public official; the terms "benefit" and "obligation" relate to the selection process or contract execution; and the "act or omission" is intended to influence the selection process or contract execution.

<sup>3</sup> For the purpose of this sub-paragraph, "parties" refers to participants in the procurement or selection process (including public officials) attempting either themselves, or through another person or entity not participating in the procurement or selection process, to simulate competition or to establish prices at artificial, non-competitive levels, or are privy to each other's bid prices or other conditions.

<sup>4</sup> For the purpose of this sub-paragraph, "party" refers to a participant in the selection process or contract execution.



employees, has, directly or indirectly, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question;

(c) will declare misprocurement and cancel the portion of the Loan allocated to a contract if it determines at any time that representatives of the Borrower or of a recipient of any part of the proceeds of the Loan were engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices during the selection process or the implementation of the contract in question, without the Borrower having taken timely and appropriate action satisfactory to the Bank to address such practices when they occur, including by failing to inform the Bank in a timely manner they knew of the practices;

(d) will sanction a firm or an individual at any time, in accordance with prevailing Bank's sanctions procedures<sup>5</sup>, including by publicly declaring such firm or an ineligible, either indefinitely or for a stated period of time: (i) to be awarded a Bank-financed contract, and (ii) to be a nominated<sup>6</sup> sub-consultant, supplier, or service provider of an otherwise eligible firm being awarded a Bank-financed contract.



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<sup>5</sup> A firm or an individual may be declared ineligible to be awarded a Bank-financed contract upon (i) completion of the Bank's sanctions proceedings as per its sanctions procedures, including inter alia: cross-debarment as agreed with other International Financial Institutions, including Multilateral Development Banks, and through the application of the World Bank Group corporate administrative procurement sanctions procedures for fraud and corruption; and (ii) as a result of temporary suspension or early temporary suspension in connection with an ongoing sanctions proceedings. See footnote 12 and paragraph 8 of Appendix 1 of these Guidelines.

<sup>6</sup> A nominated sub-consultant, supplier, or service provider is one which has been either (i) included by the consultant in its proposal because it brings specific and critical experience and know-how that are accounted for in the technical evaluation of the consultant's proposal for the particular services; or (ii) appointed by the Borrower.

### III. Special Conditions of Contract


Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.1(b) and 3.1	The Contract shall be construed in accordance with the law of India
4.1	The language is: English.
6.1 and 6.2	<p>The addresses are:</p> <p>Client: Assam Rural Infrastructure and Agriculture Services Society</p> <p>Attention: State Project Director, ARIAS Society</p> <p style="padding-left: 40px;">ARIAS Society, Project Management Unit (PMU), Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India); Tel: 0361-2332125; Email: <a href="mailto:spd@arias.in">spd@arias.in</a></p> <p>Consultant: Joint Venture between M/s Arihant Advertising Agency (Lead), 13-B, Ground Floor, Bee Gee Market, S.R.C.B. Road, Fancy Bazar, Guwahati-781001; and M/s North East Yellow Pages, 191, R. G. Baruah Road, Guwahati-781005];</p> <p>Attention: Shri Sandip Kumar Dugar, Partner, M/s North East Yellow Pages. Facsimile: +91 7002590176 E-mail: <a href="mailto:contactus@good-times.in">contactus@good-times.in</a>, <a href="mailto:arihant02@gmail.com">arihant02@gmail.com</a>, <a href="mailto:arihant02@yahoo.com">arihant02@yahoo.com</a>.</p>
8.1	The Lead Member on behalf of the JV is M/s Arihant Advertising Agency (Lead)
9.1	<p>The Authorized Representatives are:</p> <p>For the Client: State Project Director, ARIAS Society</p> <p>For the Consultant: Shri Sandip Kumar Dugar, Partner, M/s North East Yellow Pages</p>
11.1	The effectiveness conditions are the following: <b>Client's notice to the Consultant instructing the Consultant to begin carrying out the Services;</b>
12.1	<p>Termination of Contract for Failure to Become Effective:</p> <p>The time period shall be one months.</p>
13.1	<p>Commencement of Services: The number of days shall be 10 calendar days.</p> <p>Confirmation of Key Experts' availability to start the Assignment shall be submitted to the Client in writing as a written statement signed by each Key Expert.</p>
14.1	Expiration of Contract: <b>The time period shall be Thirty (36) months from the date of effectiveness. The duration may be extended if required with mutual agreement of the parties.</b>
21 b.	The Client reserves the right to determine on a case-by-case basis whether the Consultant should be disqualified from providing goods, works or non-consulting services due to a conflict of a nature described in Clause GCC 21.1.3: Yes

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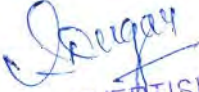
23.1	<p><b>"Limitation of the Consultant's Liability towards the Client:</b></p> <p>(a) Except in the case of gross negligence or wilful misconduct on the part of the Consultant or on the part of any person or a firm acting on behalf of the Consultant in carrying out the Services, the Consultant, with respect to damage caused by the Consultant to the Client's property, shall not be liable to the Client:</p> <p>(i) for any indirect or consequential loss or damage; and</p> <p>(ii) for any direct loss or damage that exceeds one time the total value of the Contract;</p> <p>(b) <b>This limitation of liability shall not</b></p> <p>(i) affect the Consultant's liability, if any, for damage to Third Parties caused by the Consultant or any person or firm acting on behalf of the Consultant in carrying out the Services;</p> <p>(ii) be construed as providing the Consultant with any limitation or exclusion from liability which is prohibited by the <i>[insert "Applicable Law", if it is the law of the Client's country, or insert "applicable law in the Client's country", if the Applicable Law stated in Clause SCC1.1 (b) is different from the law of the Client's country]</i>.</p> <p><i>[Notes to the Client and the Consultant: Any suggestions made by the Consultant in the Proposal to introduce exclusions/limitations of the Consultant's liability under the Contract should be carefully scrutinized by the Client and discussed with the Bank prior to accepting any changes to what was included in the issued RFP. In this regard, the Parties should be aware of the Bank's policy on this matter which is as follows:</i></p> <p><i>To be acceptable to the Bank, any limitation of the Consultant's liability should at the very least be reasonably related to (a) the damage the Consultant might potentially cause to the Client, and (b) the Consultant's ability to pay compensation using its own assets and reasonably obtainable insurance coverage. The Consultant's liability shall not be limited to less than a multiplier of the total payments to the Consultant under the Contract for remuneration and reimbursable expenses. A statement to the effect that the Consultant is liable only for the re-performance of faulty Services is not acceptable to the Bank. Also, the Consultant's liability should never be limited for loss or damage caused by the Consultant's gross negligence or willful misconduct.</i></p> <p><i>The Bank does not accept a provision to the effect that the Client shall indemnify and hold harmless the Consultant against Third Party claims, except, of course, if a claim is based on loss or damage caused by a default or wrongful act of the Client to the extent permissible by the law applicable in the Client's country.]</i></p>
24.1	<p><b>The insurance coverage against the risks shall be as follows:</b></p> <p><b>(a) Professional liability insurance, with a minimum coverage of amount equivalent to the total value of the contract in Rupees. 11,48,42,000/= (Excluding Taxes):</b></p> <p><b>(b) Third Party motor vehicle liability insurance in respect of motor vehicles operated in the Government's country by the Consultant or its Personnel or any Sub-Consultants or their Personnel, with a minimum coverage as per Motor Vehicle Act, 1988;</b></p> <p><b>(c) Third Party liability insurance, with a minimum coverage of 10% of the contract amount;</b></p>
27.1	<p>All reports and relevant data and information such as maps, diagrams, plans, databases, other documents and software, supporting records or IEC material compiled or prepared by the Consultant for the Client in the course of the Services shall be confidential and become and remain the absolute property of the Client. The Consultant shall, not later than upon termination or expiration of this Contract, deliver all such documents to the Client, together with a detailed inventory thereof. The Consultant may retain a copy of such documents, data and/or software but shall not use the same for purposes unrelated to this Contract without prior written approval of the Client.</p>
27.2	<p><b>The Consultant shall not use any documents, software or project related information for purposes unrelated to this Contract without the prior written approval of the Client.</b></p>

32.1 (a) through (e)	Deleted																																																
32.1(f)	<ol style="list-style-type: none"> <li>The <b>State Project Director, ARIASS</b>, would nominate and designate a PMU staff for day-to-day liaison on all aspects of this assignment;</li> <li>ARIASS will facilitate provision of available information and relevant project related documentation to the Consultant, if required; and will also facilitate active engagement of all the participating departments at all levels of administration and other relevant stakeholders;</li> <li>ARIASS will provide, where appropriate, administrative support to the Consulting firm in the conduct of this assignment.</li> </ol>																																																
38.1	<p><b>The Contract price is: Rs. 11,48,42,000/= (Indian Rupees Eleven Crore Forty Eight Lakh and Forty Two Thousand only) exclusive of local indirect taxes.</b></p> <p><b>Any indirect local taxes chargeable in respect of this Contract for the Services provided by the Consultant shall be reimbursed by the Client to the Consultant.</b></p> <p><b>The quoted amount of such taxes (GST @ 18%) is Rs. 2,06,71,560/= (Indian Rupees Two Crore Six Lakh Seventy One Thousand Five Hundred and Sixty Only).</b></p>																																																
39.1 and 39.2	<b>The Client warrants that client will reimburse to the Consultant GST as per applicable laws.</b>																																																
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 State Project Director  
 ARIAS Society



45.1	<p><b>Disputes shall be settled by arbitration in accordance with the following provisions:</b></p> <p>1. <u>Selection of Arbitrators.</u> Each dispute submitted by a Party to arbitration shall be heard by a sole arbitrator or an arbitration panel composed of three (3) arbitrators, in accordance with the following provisions:</p> <p>(a) Where the Parties agree that the dispute concerns a technical matter, they may agree to appoint a sole arbitrator or, failing agreement on the identity of such sole arbitrator within thirty (30) days after receipt by the other Party of the proposal of a name for such an appointment by the Party who initiated the proceedings, either Party may apply to <b>The Indian Council of Arbitration</b> for a list of not fewer than five (5) nominees and, on receipt of such list, the Parties shall alternately strike names there from, and the last remaining nominee on the list shall be the sole arbitrator for the matter in dispute. If the last remaining nominee has not been determined in this manner within sixty (60) days of the date of the list, <b>The Indian Council of Arbitration</b> shall appoint, upon the request of either Party and from such list or otherwise, a sole arbitrator for the matter in dispute.</p> <p>(b) Where the Parties do not agree that the dispute concerns a technical matter, the Client and the Consultant shall each appoint one (1) arbitrator, and these two arbitrators shall jointly appoint a third arbitrator, who shall chair the arbitration panel. If the arbitrators named by the Parties do not succeed in appointing a third arbitrator within thirty (30) days after the latter of the two (2) arbitrators named by the Parties has been appointed, the third arbitrator shall, at the request of either Party, be appointed by The Secretary, <b>The Indian Council of Arbitration</b>.</p> <p>(c) If, in a dispute subject to paragraph (b) above, one Party fails to appoint its arbitrator within thirty (30) days after the other Party has appointed its arbitrator, the Party which has named an arbitrator may apply to The <b>Indian Council of Arbitration, New Delhi</b> to appoint a sole arbitrator for the matter in dispute, and the arbitrator appointed pursuant to such application shall be the sole arbitrator for that dispute.</p>
	<p>2. <u>Rules of Procedure.</u> Except as otherwise stated herein, arbitration proceedings shall be conducted in accordance with the rules of procedure for arbitration of the United Nations Commission on International Trade Law (UNCITRAL) as in force on the date of this Contract.</p> <p>3. <u>Substitute Arbitrators.</u> If for any reason an arbitrator is unable to perform his/her function, a substitute shall be appointed in the same manner as the original arbitrator.</p>
	<p>5. <u>Miscellaneous.</u> In any arbitration proceeding hereunder:</p> <p>(a) Proceedings shall, unless otherwise agreed by the Parties, be held in Guwahati, Assam, India.</p> <p>(b) English language shall be the official language for all purposes; and</p> <p>(c) The decision of the sole arbitrator or of a majority of the arbitrators (or of the third arbitrator if there is no such majority) shall be final and binding and shall be enforceable in any court of competent jurisdiction, and the Parties hereby waive any objections to or claims of immunity in respect of such enforcement.</p>

  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

  
**State Project Director**  
**ARIAS Society**

## IV. Appendices

### APPENDIX A – TERMS OF REFERENCE

#### FOR HIRING OF A FIRM FOR CONDUCTING STATE WIDE CITIZEN AWARENESS CAMPAIGN/ INFORMATION, EDUCATION, AND COMMUNICATION (IEC) CAMPAIGN TO PUBLICIZE PROVISION OF THE RTPS

##### (A) Background

1. Affordable access to public services, especially for the poor people, is one of the key imperatives for inclusive growth. The Government of Assam (GoA) is committed to improve governance in the state and public sector performance and has recognized the need to strengthen the delivery of citizen-centric service, and had therefore enacted the Assam Right to Public Services Act, 2012 (ARTPS) to ensure citizens' access to public services in timely, efficient and accountable manner. The Act enables the citizens of Assam to get notified public services within a stipulated timeframe and also fixes responsibilities on public servants to provide these services in a time-bound manner. Besides ARTPS, GoA has already embarked upon a number of specific initiatives to support this objective, a public grievance redress system, e-District, Common Service Centers, and establishment of State e-Governance infrastructure.
2. To strengthen and deepen these initiatives, GoA has applied for a \$39.20 million loan from the World Bank financed towards the 'Assam Citizen-Centric Service Delivery Project' (ACCSDP) [Project ID: P150308, IBRD Loan No. 8754-IN]. The ACCSDP aims to improve citizen access to targeted services, particularly in remote areas. Citizens, especially the rural communities who are heavily dependent on government services, will be the principal beneficiary group of the project. To improve and expand reach of public services, one of the tools that ACCSDP intends to use with particular emphasis is telecommunication technology. The project will place citizens at the center of the service delivery process by strengthening feedback mechanisms and grievance redress.
3. The project will facilitate implementation of the ARTPS Act with efficiency and accountability for better delivery of citizen-centric services notified under the Act and will support the line Deptts. A high-level delivery unit will be established to monitor the implementation of the ARTPS Act across Assam. A blend of technological interventions and administrative reforms for 18 key services will be taken-up initially under the project in four Govt. agencies, viz. Transport, Revenue & DM, and WPT&BC Deptts. and the Guwahati Municipal Corporation. ACCSDP would assist the implementing line departments/agencies in restructuring their business processes so that citizens can access services digitally within the given timeline of ARTPS Act.
4. ACCSDP also aims to strengthen institutional operations and improve citizen awareness and participation in order to expand access to services to benefit the rural poor. This inclusive approach will contribute to access improvements in four key ways: (i) by expanding the number of Right to Public Services Act (RTPS) services which are digitized and available on-line; (ii) by improving connectivity infrastructure especially in underserved areas to enhance citizen access to services; (iii) by engaging local populations in service delivery (through both participatory and digital approaches) so that targeted priority services for the rural communities are accessible; and (iv) by rationalizing and strengthening service delivery by front-line institutions. This project design is framed around four interrelated components: (i) strengthening RTPS implementation; (ii) improving service delivery processes in targeted departments; (iii) setting up one-stop-service centers to receive requests for RTPS services and electronically deliver select services to the citizens closer to their homes/homes; and (iv) promoting citizen engagement. The key components of the project namely digitization of services, ICT infrastructure, citizen engagement, front-line delivery institutions, and change management would be managed through a Project Management Unit (PMU) under the ARIAS, headed by a State Project Director (SPD).
5. Citizens' awareness on their rights is a vital pre-requisite for effective civic engagement. However there is information-deficit with regard to RTPS implementation in Assam. Most of the common people are unaware about the ARTPS Act, entitlements guaranteed under this law, notified services under Act and the non-RTPS services and the process of accessing them.

**(B) Objectives of the assignment**

6. The objective of this assignment is to develop and deploy an informed, targeted advocacy, outreach & communication strategy and conduct a state-wide intensive **Information, Education & Communication (IEC)** Campaign in a phased manner through a consulting Media Agency *inter alia* for enhanced sensitization and awareness about the provisions of ARTPS Act and about the ACCSDP; how citizens could access RTPS services; and in case of grievances, how to get the same redressed.

**(C) Scope of Services**

7. The selected consulting firm will have to conduct a state-wide IEC Campaign to publicize the provisions of ARTPS Act and the related entitlements for citizens and the procedures for accessing the RTPS services and also all other aspects of the ACCSDP. The selected consulting firm would design communication and public awareness strategies that are appropriate to the context of the ACCSDP including the RTPS user characteristics and other relevant factors. Key steps in the accomplishment of this assignment would include, but not limited to:

- **Conduct Communication Needs Assessment (CNA)** to define the channels to be utilized during the process including electronic, print and other media. Conduct a state-wide information requirements analysis (including the information needs of excluded groups/under-served areas); and accordingly develop a realistic IEC plan for building public awareness on the RTPS and on all other aspects of the ACCSDP, at the grassroots.
- **Develop IEC strategy plan** and a road map based on the CNA for an effective communication with special focus on the citizens living in the rural areas, clearly articulating the core messages consistently across societal context, geography, various groups of targeted beneficiaries as well as stakeholders. The communication strategy should focus on phased implementation<sup>7</sup> (including multiple channels – print, electronic, folk and traditional, knowledge sharing forums, etc.). Conceptualize and develop key messages to educate citizens - on the provisions of RTPS Act and the entitlements guaranteed under this law and the process of accessing them; and also on the other aspects of the ACCSDP. Develop *context responsive* formats and innovative communication tool-sets to disseminate these messages
- **Develop and pre-test appropriate messages, tools and materials** to assess recognition, recall, comprehension, likeability and acceptability of the messages on target group. Undertake pre-testing across all targeted communities on representative sample basis to assess the efficacy of key messages and campaign tool-sets; and wherever required refine/adapt these communication collaterals.
- **Implement the approved IEC plan** based on the analysis of the Assessment and pre-testing, develop media roll-out and deployment plan in accordance with the project timelines. The IEC plan should also consider deployment of community cadre for Inter-Personal Communication/ door-to-door campaign. Implement the state-wide IEC plan involving mass media campaign across multiple channels and media platforms. The campaign would also encourage enhanced media coverage on RTPS by providing journalists with background materials and arranging press events around newsworthy measures.
- **Develop communication M&E framework** and conduct mid-term impact assessment to evaluate IEC campaign effectiveness including recommendations for restructuring. Documenting activities highlighting the progress, achievements and success stories of ACCSDP; and ensure their wider dissemination.

8. Implementation of the campaign strategy will utilize multiple channels/media to communicate the key messages in easy to understand format across mainstream (print and electronic) media, e.g. community media including radio; traditional art-forms such as music, folk dance, drama; visual & outdoor channels including notice boards at RTPS centers and other public places; on the on-line RTPS portal and messaging through mobile phones, technology-based voice communication channels etc.

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<sup>7</sup> The phased implementation shall take into consideration of the fact that – the intensity of the IEC campaign is required to be low in the beginning and shall reach a peak towards the end of the second year of the contract and thereafter recede gradually till end of the contract.



**(D) Tasks to be carried out**

The specific tasks related to the consultancy include, but not limited to, the following (*the consultant will have furnish the approach, methodology and implementation plan in detail in their technical proposal*):

9. **TASK 1: Conduct Communication Needs Assessment (CNA):**To understand the communication needs of potential target beneficiaries and value chain players, CNA is to be done on a representative sample basis. The CNA should cover assessment of the local capacities, probe behaviours that need to be addressed through communication, gain insight into roadblocks that could affect achievement of the project targets, determine the knowledge level and perceptions of the media with respect to the project and the issues related to it.

The study is to be grounded on interviews and analysis, of existing documents/ reports/ materials/ systems/ processes and understand all the dimensions of the situation and determine stakeholders perceptions, opinions, and beliefs, based on qualitative and quantitative methods. Specific communication activities to be done under this task include, but not limited to – perception studies, baseline studies, surveys and qualitative research (in depths interviews, focus group discussions, on-site observations, etc). The aim of the assessment is to outline evidence based key communication messages; and to frame creative concepts to deliver these messages to the citizens of the Assam across all spectrum and socio-economic background.

10. **Task 2: Develop IEC strategy.** Based on the assessment, IEC strategy has to be developed clearly articulating the approaches for communicating core messages consistently across societal context, geography, various groups of targeted beneficiaries as well as stakeholders and identify the best possible media to be used for different target audience as appropriate. The strategy needs to clearly elaborate the approaches comprehensibly for choice of media channels, and how these choices helps to customize the key messages to the information need of different communities, especially indigenous people and women. The strategy has to include:

- An advocacy strategy to sensitize state and district level policy and decision makers, key influencers towards building/reinforcing and enabling environment for the project implementation.
- A communication strategy for various potential target groups in compliance with Social Management Framework of the project. *Accordingly, the state-wide IEC campaign strategy will have to be customized to the information needs of all communities, with special emphasis of strengthening outreach to indigenous/ tribal people. All the key messages of the IEC campaign will have to be communicated in local/tribal languages i.e. apart from English, Hindi and the IEC materials will have to be in local language - Assamese, Bengali, Bodo, Karbi, Dimasa – so that these could be easily understood by the indigenous/tribal people). The strategy should cover use of various traditional communication media and art-forms such as music, folk dance, drama etc. (in addition to the mainstream print & electronic media and outdoor channels).*
- A capacity building strategy for key functionaries at all levels based on needs assessment.
- An M&E framework with indicators.

**The detailed strategy should also include the following:**

- Issues identified from the CNA.
- Segmenting stakeholders based on their positions.
- Preparing appropriate messages to mobilize, support and address the right concerns.
- Finding the most effective mix of channels to reach audiences.
- Creating communication capacity on the ground to implement the process.
- Designing mechanisms for monitoring and evaluation (qualitative and quantitative).
- Strategies for enhanced public interest by highlighting progress, achievements and success stories of the project.



11. **Task 3: Develop IEC implementation plan:** The implementation plan including annual activities related to advocacy, communication, capacity building, procurement of IEC materials and M&E is to be developed for state, district and sub-district levels. Arrangement for publication of opinion-pieces, articles, stories, features, interviews across print, TV and online media at state, district and sub-district level has to be detailed out in the implementation plan. Use of appropriate tools to implement the activities specified in the IEC strategy and plan for procurement of the bulk of IEC activities such as: communication materials, production of radio and TV ads, programs, interviews, purchasing of air time on radio and /or TV, production of posters, production of brochures, production of web pages, community mobilization activities such as road shows, workshops, theatre performances, organization of forums is to be laid down in the plan.
12. **Task 4: Develop and pre-test appropriate messages, tools and materials.** This will include following activities:
- Design key messages to inform and educate the community about the benefits of ARTPS Act, service provisions, process of availing the services, details of the line departments and mechanism of grievance redressal & citizen feedback.
  - Undertake pre-testing of the communication messages and tool-sets across all targeted communities to assess the efficacy of the messages and tool-sets, and wherever required refine/adapt the message content to finalize the messages and their methods of delivery. Accordingly create customized communication materials to carry these messages to all sections of the society, with special emphasis of strengthening outreach to indigenous people and women.
  - Develop advocacy kits for policy and decision makers and various key influencers.
  - Deploy innovative communication tool-sets to disseminate the outreach messages in easy to understand format across mainstream, mid media and interpersonal communication channels.
  - Develop IEC materials (*apart from English & Hindi and also in local language- Assamese, Bengali, Bodo, Karbi, Dimasa – so that these could be understood easily by indigenous/tribal people*) for different media/target citizen, information card, infotainment scripts, TV/radio spots, illustrative leaflets, posters and other materials. Subsequently, all messages, tools and materials to be pre-tested according to agreed protocol. The messages, tools and materials may need to be modified/improved periodically based on review/monitoring reports.
13. **Task 5: Implementation of approved IEC plan.**
- (a) Implement and manage all IEC activities as in the implementation plan approved by the PCU, ARIAS Society. As part of the IEC implementation plan to be prepared by the consultants on an annual basis, they would need to prepare an expenditure plan for the items of included in the plan, which would be discussed and agreed with the SPD, ARIAS Society. Payment for the approved implementation plan shall be based on actual items of the approved plan executed.
- (b) This plan needs to synchronize the actions of the implementing agencies at the state, district and sub-district levels. While implementing the activities, the consultant agency must ensure proper co-ordination with the concerned line departments of the project and also adhere to the strategies laid down in the SMF of the project.
- (c) The state-wide IEC campaign will have to be customized to the information needs of all the communities of Assam, with special emphasis of strengthening the outreach to the tribal/indigenous people. Accordingly, all the key IEC messages will have to be communicated in local tribal languages i.e. *apart from English & Hindi and the messages should also have to be in local language viz. Assamese, Bengali, Bodo, Karbi, Dimasa.*
- (d) The state-wide IEC campaign should using various traditional communication media and art-forms such as music, folk dance, drama etc (in addition to the mainstream print & electronic media and outdoor channels). Various communication channels for implementation of IEC plan may include the following but not restricted to:
- Mass media – development of TV commercials, radio spots, print media, outdoor media and social media components.

- Mid media – development of components such as posters, banners, billboards, wall-paintings, display screens (mobile & static), bus panels, bus shelter graphics, etc.
  - Interpersonal communication – interactive community presentations, involving flyers, group meetings with stakeholders, drama & street plays, traditional art-forms such as folk music & dance, voice-based messaging through mobile phones and other relevant methods.
- (e) For implementing the IEC plan, the consulting firm have to buy media space at the best possible package rates. The firm needs to ensure that the total cost of acquiring various media platforms is at par with the rates of the DIPR (Directorate of Information and Public Relations), Assam.
- (f) **Year wise indicative targets for implementation of IEC Plan:** The consultant shall quote the unit rates for the following. However, the actual numbers required shall be determined and intimated to the consultant during the actual implementation of the IEC campaign and the consultant will be reimbursed the actual cost for the same based on the quoted unit rates on monthly basis.

i. **Phase wise creative design, preparing and installation of Hoardings at Public Facilitation Centres (PFC) (in English, Hindi, Assamese, Bengali, Bodo, Karbi, Dimasa language):**

Year 1	Year 2	Year 3
150 PFC locations	Additional 150 PFC locations.	Additional 128 PFC locations.

- PFCs are located at the District H. Q., Sub-divisional Offices, Sub Registrar Offices, Circle Offices, Block Offices, DTO Offices, GMC Offices, Autonomous Councils. In addition, about 100 hoardings will also have to be installed at selected Public places.

• **Technical Specification of Hoardings:**

- Size of Hoarding: 5.50 m (width) X 3.65 m (height).
- Requirement of Display Unit: Will stand on two round GI pipe of 50mm each and the height will be as per requirement. The hoarding will be supported by two MS iron angles (40mm X 40mm approx.) fixed on concrete basement as per requirement for support from the back side. Hoarding attached to the joist will be fixed to the ground on concrete basement of 1m (L) X 0.60m (B) X 1.2m (D)
- Display Unit will be made up of Retro-reflector with aluminum sheet (2 mm) and which will get support of 5 angles fixed from back, entire structured will be painted with Red Oxide Primer coated with fine quality colour.
- The bottom of the flex will be minimum 8ft. from the base level.
- The Consultant shall ensure display of the advertisement and maintain it during the contract period of three years. If any damage, torn out occurs due to natural calamity, the hoardings shall have to be repaired/ replaced by the firm immediately at their cost within a maximum period 15 days from the date of receipt of such information.
- The hoarding will have to be repainted/ reprinted after 12 months of the installation.
- The exact locations for installation of hoardings will have to be ascertained from the concerned local office.
- In case, any defect is noticed/ reported, the same will have to be rectified immediately by the firm.

ii. **Year wise requirement of IEC Materials (in English, Hindi, Assamese, Bengali, Bodo, Karbi, Dimasa language):**

Items with Technical Specifications	Year 1	Year 2	Year 3
Leaflet: Size- A4, Paper for text- 130 GSM Glossy Art Paper, Both side multi colour printing (average @1200 nos. per PFC/year)	1,80,000	1,80,000	1,50,000

Items with Technical Specifications	Year 1	Year 2	Year 3
<b>Poster:</b> Full Demy Size, Paper for Text- 130 GSM Glossy Art Paper, single side Multicolor Offset Printing. (average @ 300 nos. per PFC)	45,000	45,000	38,000
<b>Flex Banner:</b> Size- 1.8m x 1.2m Both side stitching, Thickness of flex: 13 Ounce, single side multicolor printing. (average @ 50 nos. per PFC)	7,500	7,500	6,400

- iii. **Advertisement in Assam's local newspapers** (in English, Hindi, Assamese, Bengali, Bodo, Karbi, Dimasa language) including creative design and publication:

Advertisement in Newspaper	Year 1	Year 2	Year 3
Newspaper Quarter Page Ad	30	30	20
Newspaper Half Page Ad	25	25	15
Newspaper Full Page Ad	20	20	10

- iv. **Electronic media materials to be developed/ produced and tele/broadcasted:** Focusing on the key messages already developed for print media as a part of IEC strategy, develop new designs/scripts, and story board for production of radio jingles, TV spots and short films ((in English, Hindi, Assamese, Bengali, Bodo, Karbi, Dimasa language) to create awareness RTPS Services:

Type	Theme	Length	Units to be developed	Tele/Broad Casting over 3 years
<b>Radio Jingle</b>	Concept, roles & services of RTPS	25 seconds	07 Nos.	2000 times
<b>TV spot</b>	Concept, roles & functions of RTPS services – through animation only	30 seconds	07 Nos.	1600 times

- v. **Street plays with folk songs:** Develop and roll-out of street plays (1500 nos.) with folk songs in all the areas covered by the PFCs including hard to reach areas. Locations/villages would be selected with the help of communication team and PFC Staff.

14. **Task 6: Develop communication M&E framework.** At every stage of the campaign, the efficacy of IEC strategy and results should be evaluated for constant improvement and towards this the consultant agency will have to set up a simple and effective M&E systems, processes to monitor the quantity, quality and effectiveness of messages, tools and materials/audits for constant improvement.

The consultant agency will have submit quarterly progress reports on all activities completed, ongoing, planned including and six monthly media monitoring reports to the PCU. An analysis of media coverage will be part of the monthly monitoring report, tracking all media for coverage of their outreach efforts. M&E to be carried out through public opinion tracking studies, qualitative program and products evaluations.

**(E) Expected time-table of deliverables**

15. The consultant would be required to list out the key deliverables of this multi-year assignment within their technical proposal. This would have to be supplemented with creative design of IEC tools such as street plays, mobile information clips, television spots, radio spots, press advertisements and events, billboard, posters, leaflet, and social media. Consultant will have to abide by the following timelines and deliverables:

Sl.	Deliverables	Timeline from the date signing of agreement	% of Payment*
1.	Inception Report	1 (one) month	5%
2.	Submit draft Communication Needs Assessment (CNA) Report	2 (two) months	-
3.	Submit draft IEC Strategy document (year wise)	3 (three) months	-
4.	Submit final IEC Strategy document (year wise) on the	4 (four) months	5%

Sl.	Deliverables	Timeline from the date signing of agreement	% of Payment*
	basis of comments from ARIAS		
5.	Submit draft IEC implementation plan on the basis IEC strategy document approved by ARIAS	5 (five) months	-
6.	Submit final IEC implementation plan on the basis of comments from ARIAS	6 (six) months	-
7.	Submit sample IEC messages, tools, materials, (prior to testing) for approval by ARIAS	7 (seven) months	5%
8.	Pre-test IEC messages, tools, materials and submit report along with draft M&E systems & processes	9 (nine) months	-
6.	Finalize and submit final IEC messages, tools, materials etc. on the basis of pre-test for approval along with finalized M&E systems & processes	10 (ten) months	20%
7.	Implementation and rollout of the approved IEC plan for the First year satisfactorily and submit report	Starting from 11 <sup>th</sup> month till 24 <sup>th</sup> (twenty four) month	35%
9.	Implementation of the approved IEC plan for Second year satisfactorily and submit final report including soft copies in editable format of all the media tools.	Starting from 25 <sup>th</sup> (twenty fifth) till month 36 (thirty six) month	30%

\* Excluding reimbursables expenditures for implementation of media plan, which shall be as per para 13 (f) of the ToR.

**(F) Consultancy Period**

16. The assignment is intended to be initially for a period of three (3) years. However, continuance of the assignment beyond the first year would be based on the satisfactory performance of the consultants under the assignment during the first year as assessed by the State Project Director (SPD), ARIAS Society. Further, the SPD, ARIAS Society shall have the option to foreclose the contract in case the performance of the consultants is not satisfactory according to the agreed scope of work and schedule for completion of various tasks. *The assignment may be extended beyond the period of three (3) years depending on the need of the ACCSDP.*

**(G) Services and facilities to be provided by the client**

17. The SPD, ARIAS Society, would nominate and designated PMU staff for day-to-day liaison, coordination and monitoring of all aspects of this assignment; ARIAS Society will facilitate provision of available information and relevant project related documentation to the Consultant. ARIAS Society will also facilitate engagement of all the participating departments and other relevant stakeholders.

**(H) Review and Monitoring of the Assignment**

18. The SPD, ARIAS Society will constitute a review committee at the PMU to monitor and review the progress of the assignment. A formal review will be conducted on quarterly basis to track the progress under the assignment and towards this consultant will have to submit quarterly report and make a presentation before the committee. Representatives of all the participating GoA departments/agencies are expected to take part in the quarterly progress review.

**(I) Key Professionals whose CV and qualifications will be evaluated**

19. **The CVs of following Key Professionals will be evaluated** (*the consultant should engage other Creative and support Staff according to their own assessment for achieving the objectives of the assignment; however their details shall be included in the technical and financial proposal*):

#	Designation	Qualification & Experience	Role
1.	Communication Specialist and Team Leader (1 position)	<ul style="list-style-type: none"> <li>Post-graduate/ Masters degree in Journalism, Mass Communications, Social Science, or closely related fields from any recognized university/ Govt. approved institutions.</li> <li>Ten (10) years of professional experience in preparing and implementing strategic communication and media campaigns.</li> </ul>	Responsible for leading the assignment including design and development task of Communication Needs Assessment, IEC Strategy, Communication, M&E Framework, and Implementation arrangements. The Team Leader shall be the focal person for all communications with the ARIAS Society.

*L. Dey*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*[Signature]*  
 State Project Director  
 ARIAS Society



#	Designation	Qualification & Experience	Role
2.	<b>Creative Director</b> (1 position)	<ul style="list-style-type: none"> <li>Post Graduate/Master degree in Journalism, Mass Communications, Social Science, Rural Development or closely related fields from any recognized university/ Govt. approved Institutions.</li> <li>More than 7 years of professional experience with proven track record of developing, designing and producing creative content for mass media campaigns across new and traditional media.</li> </ul>	Developing the concepts and designs for various IEC methods, material & tools with special focus on customized applicability to the concerned stakeholders. Should be able to generate local resources, context and materials for application in the IEC programmes.
3.	<b>Graphic designer cum Animators</b> (2 position)	<ul style="list-style-type: none"> <li>Post graduate degree in Mass communication or any other relevant subjects from a recognised university.</li> <li>At least 7 years of experience in electronic media and 5 years in Graphic Animation for advertisements and similar work.</li> </ul>	Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media. Should be capable of transforming the message and content in a form acceptable by the stakeholders
4.	<b>Social expert</b> (1 position)	<ul style="list-style-type: none"> <li>Post graduate degree in Social Science/Sociology/Social Work.</li> <li>At least 10 years of experience in social sector, conducting assessments.</li> </ul>	Responsible for rapport establishment with the project stakeholders with special focus on the conducting capacity building exercises, need assessments, monitoring and evaluation in the implementation arrangements.
5.	<b>Scriptwriter cum Content Manager</b> (3 position)	<ul style="list-style-type: none"> <li>Masters in Social Science/ English/Creative Writing/ Mass Communication/Journalism or in related field preferably with 5 years of professional experience in copywriting, including strong grammatical, organizational and proofreading skills.</li> <li>Excellent writing and communication skills in Assamese/ Hindi/ English.</li> <li>Experience of working with international organisation in 2 (two) projects will be preferred.</li> </ul>	<ul style="list-style-type: none"> <li>Develop scripts in English Language for the print and audio-visual media as per the requirements of the assignment</li> <li>Develop scripts in Assamese Language for the print and audio-visual media as per the requirements of the assignment.</li> <li>Co-ordinate with the Team Member/Translator in translating the developed script to Bengali language.</li> <li>Assist Team Leader in carrying out the assignment.</li> <li>Responsible for finalising all content in desired local language</li> </ul>

\*\*\*\*\*

*Sojan*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*Shw*  
**State Project Director**  
**ARIAS Society**

## APPENDIX B - KEY EXPERTS

Sl.	Name	Position (as in TECH-4)	Expert's input (in person/month)		
			Person-month Remuneration Rate (Rs.)	Time Input in Person/ month	Total Amount (Rs.)
KEY EXPERTS					
K-1	Anirban Goswami	Communication Specialist & Team Leader	3,00,000.00	36	1,08,00,000.00
K-2	Meraj Ahmed	Creative Director	2,50,000.00	18	45,00,000.00
K-3	Bijon Kumar Dutta	Graphic designer cum Animator-1	1,00,000.00	18	18,00,000.00
K-4	Kishore Kumar Das	Graphic designer cum Animator-2	90,000.00	18	16,20,000.00
K-5	Shanker Challuri	Social expert	2,25,000.00	24	54,00,000.00
K-6	Minakshi Bujarbaruah	Scriptwriter cum Content Manager-1	70,000.00	24	16,80,000.00
K-7	Rubul Das	Scriptwriter cum Content Manager-2	80,000.00	24	19,20,000.00
K-8	Nilakshi Medhi	Scriptwriter cum Content Manager-3	80,000.00	24	19,20,000.00
<b>Total</b>					<b>2,96,40,000.00</b>

[Based on the Consultant's Proposal and finalized at the Contract's negotiations]

## APPENDIX C - BREAKDOWN OF CONTRACT PRICE

No.	Item	Cost (Indian Rupees)
	<b>Cost of the Financial Proposal</b>	
	Including:	
1	Remuneration	3,78,00,000.00
2	Reimbursable	7,70,42,000.00
	<b>Sub total</b>	<b>11,48,42,000.00</b>
	<b>Indirect Local Tax Estimates</b>	
(i)	GST (18%)	2,06,71,560.00
	<b>Grand Total</b>	<b>13,55,13,560.00</b>

### Breakdown of Remunerations

Sl.	Name	Position (as in TECH-4)	Expert's input (in person/month)		
			Person-month Remuneration Rate (Rs.)	Time Input in Person/ month	Total Amount (Rs.)
KEY EXPERTS					
K-1	Anirban Goswami	Communication Specialist & Team Leader	3,00,000.00	36	1,08,00,000.00
K-2	Meraj Ahmed	Creative Director	2,50,000.00	18	45,00,000.00
K-3	Bijon Kumar Dutta	Graphic designer cum Animator-1	1,00,000.00	18	18,00,000.00
K-4	Kishore Kumar Das	Graphic designer cum Animator-2	90,000.00	18	16,20,000.00
K-5	Shanker Challuri	Social expert	2,25,000.00	24	54,00,000.00
K-6	Minakshi Bujarbaruah	Scriptwriter cum Content Manager-1	70,000.00	24	16,80,000.00
K-7	Rubul Das	Scriptwriter cum Content Manager-2	80,000.00	24	19,20,000.00
K-8	Nilakshi Medhi	Scriptwriter cum Content Manager-3	80,000.00	24	19,20,000.00
<b>Sub-total</b>					<b>2,96,40,000.00</b>
NON-KEY EXPERTS					
N-1	Junmoni Nath	Manager	60,000.00	36	21,60,000.00
N-2	Sanghamitra Mazumder	PR Head	40,000.00	36	14,40,000.00
N-3	Durba Dhar Kamti	Admin Head	30,000.00	36	10,80,000.00
N-4	Kulajit Kalita	Asstt. Graphic Designer	40,000.00	36	14,40,000.00
N-5	Apurba Kalita	Asstt. Graphic Designer	40,000.00	36	14,40,000.00
N-6	Satarupa Mishra	Research Analyst	50,000.00	12	6,00,000.00
<b>Sub-total</b>					<b>81,60,000.00</b>
<b>Total Costs</b>					<b>3,78,00,000.00</b>

S. Saagar

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

S. Saagar

State Project Director  
ARIAS Society

<b>Breakdown of Reimbursable Expenses</b>					
Sl	Type of Reimbursable Expenses	Unit	Unit Cost (Rs.)	Quantity	Total Amount (Rs.)
1(a)	Printing & Installation of Flex & Erection of Hoarding at PFC (18ft*12ft)	One	65,000	528	3,43,20,000.00
2(a)	Printing & Distribution of Leaflet	One	4.50	510,000	22,95,000.00
2(b)	Printing & Distribution of Poster	One	9	128,000	11,52,000.00
2(c)	Printing & Distribution of Flex Banner	One	350	21,400	74,90,000.00
3	<b>Publication of ADV in Assam Local Papers</b>				
3(a)	Newspaper Quarter Page Ad	One	12,500	80	10,00,000.00
3(b)	Newspaper Half Page Ad	One	25,000	65	16,25,000.00
3(c)	Newspaper Full Page Ad	One	50,000	50	25,00,000.00
4	<b>Electronic Media</b>				
4(a)	Development & Airing of Radio Jingle	Slot of 25 Seconds	500	2,000	10,00,000.00
4(b)	Development & Release of Adv. In TV Spot	Slot of 30 Seconds	1,500	1,600	24,00,000.00
5	Developing & Roll-out of Street Play	One	8,000	1,500	1,20,00,000.00
6	Press Meets	One	200,000	2	4,00,000.00
7	Boat Shelters / Coverings	One	6,000	100	6,00,000.00
8	School / College Competitions including Prizes	One	100,000	20	20,00,000.00
9	Social Media	Months	100,000	12	12,00,000.00
10	Movie Hall Advertisements	Screens	10,000	33	3,30,000.00
11	Office Management Cost, including Rent, hired computer, submission of reports	Months	1,00,000	36	36,00,000.00
12	Hired Vehicle (1 Nos)	Months	30,000	36	10,80,000.00
13	Flight Fares	Trips	5,000	50	2,50,000.00
14	Per Diem Allowance	Days	4,000	450	18,00,000.00
	<b>Total</b>				<b>7,70,42,000.00</b>

*Singh*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001


*dm*  
 State Project Director  
 ARIAS Society  
 Page | 31

**APPENDIX D - FORM OF ADVANCE PAYMENTS GUARANTEE**  
**[See Clause GCC 41.2.1 and SCC 41.2.1]**

**Format of Bank Guarantee for Advance Payment**

**(Deleted)**

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Public Director  
Agriculture



**APPENDIX E – MINUTES OF NEGOTIATION**

(Attached Separately)



## ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society  
(An Autonomous Body of the Govt. of Assam)  
**Project Management Unit (PMU) of the World Bank financed  
Assam Citizen Centric Service Delivery Project (ACCSDP)**  
Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)  
Tel: +91 361-2332125; email: spd@arias.in, website: www.arias.in;

No: ARIAS/CCSDP/38/2016/Pt-I/133

Dated Guwahati the 21<sup>st</sup> January, 2019

### Minutes of the Negotiation Meeting for "Selection of Consulting Services for Conducting State Wide Citizen Awareness Campaign/ Information, Education, and Communication (IEC) Campaign to publicize provision of the Assam RTPS Act"

(Reference: T.O. letter No.: (i) ARIAS/ACCSDP/38/2016/Pt-I/123 dated 18<sup>th</sup> Dec. 2018; and (ii) ARIAS/ACCSDP/38/2016/Pt-I/126 dated 21<sup>st</sup> Dec.2018)

Dated: 18<sup>th</sup> January 2019

Time: 11:00 AM

Venue: PMU, ARIAS Society

- The negotiation meeting for the aforementioned consultancy assignment was chaired by Shri Vinod Seshan, IAS, State Project Director (SPD).
- The meeting was held with Shri Sandip Kumar Dugar, Partner, M/s North East Yellow Pages, the Authorized Representative from M/s Arihant Advertising Agency (Arihant), Guwahati; *In Joint Venture with M/s North East Yellow Pages*; Shri Anirban Goswami, Communication Specialist & Team Leader, Arihant in presence of the following officials of ARIAS Society: Shri M. Rahman, OSD to SPD & Sr. Procurement Specialist; Shri Priti Ranjan Dash, Procurement & Contract Management Specialist; Smt. Sushmita Dutta, IEC & Communication Specialist; Shri Sreemant Phukan, M & E Specialist; Shri Dilip Rabha, M & E Specialist; Shri A. W. Choudhury, Procurement Management Executive; and Shri Rintu Das, Financial Management Executive (*Attendance sheet at Annex-1*).
- At the outset, the SPD welcomed the team from Arihant for the meeting. The meeting commenced with Shri Sandip Kumar Dugar from Arihant furnishing the Power of Attorney (*Annex-2*). Arihant submitted that due to a time gap of almost one and half year from submission of technical proposal to negotiation, the key experts proposed in the technical proposal are not available and accordingly has proposed the replaced experts with better qualification and experience as given below:

Sl.	Designation	Expert proposed in the technical proposal	Expert proposed as replacement
1.	Communication Specialist and Team Leader	Sandeep Banerjee	Anirban Goswami
2.	Creative Director	Rondeep Gogoi	Meraj Ahmed
3.	Graphic designer cum Animator-1	Sunny Johnny Kundukulam	Bijon Kumar Dutta
4.	Graphic designer cum Animator-2	Imran Ur Rehman	Kishore Kumar Das
5.	Social expert	Deepak Kumar	Shanker Challuri
6.	Scriptwriter cum Content Manager-1	Animesh Maji	Minakshi Bujarbaruah
7.	Scriptwriter cum Content Manager-2	Ritul Bhagabati	Rubul Das

The firm has submitted the CVs of the replaced experts along with a comparative statement of qualification and experience (*Annex-3*). Summary of the decisions taken in the meeting include the following:

- Technical approach, methodology & timeline:** Arihant reiterated the proposed Approach & Methodology and assured that all the reports will be submitted as per the provisions and timeline of the RFP and hence no changes are considered necessary on this aspect. Arihant also re-assured to comply with the consultancy period as per Section 7, Terms of Reference (TOR), clause (F) Consultancy Period, para 16 of the RFP document. It was also agreed that latest animation and image editing software shall be used by Arihant. The consultant agreed to abide by the change in activities and the quantity per activity according to the findings of CNA once the CNA is completed.
  - ToR, Staffing schedule, work schedule, logistics, and reporting:** Arihant confirmed the availability of all the key experts for the assignment including the replaced key experts. Arihant also confirmed that the key experts will commence the services immediately after signing of the agreement for the assignment. No change in the TOR provided in the RFP Document is required.  
The CVs of replaced key experts were examined and was found suitable.
  - Financial Proposal:** As it is a Lump-Sum contract with QCBS as method of procurement, the total quoted price stated in the Financial Proposal (FP) has not been negotiated. The total quoted price by M/s Arihant is **Rs. 11,48,42,000/-** [(Breakup: Rs. 3,78,00,000/- for Remuneration+ Rs.7,70,42,000/- for Reimbursable expenses (actual basis)]. GST Rs. 2,06,71,560/- extra.
4. It was decided that subject to approval of the Negotiation Minutes by the State Project Director, ARIAS Society the draft negotiated contract will be shared with the consultant for needful.

The meeting ended with a vote of thanks from the Chairperson.

No: ARIAS/CCSDP/38/2016/Pt-I/133-A

Dated Guwahati the 21<sup>st</sup> January, 2019

Copy to:

- All concerned officials of the ARIAS Society present in the meeting.
- M/s Arihant Advertising Agency, 13-B, Ground Floor, Bee Gee Market, S.R.C.B. Road, Fancy Bazar, Guwahati-781001; *In Joint Venture with M/s North East Yellow Pages*, E1, Block-2, Parijat Mansion, M.G. Path, Christian Basti, G. S. Road, Guwahati-5, (Regd. Office: 191, R. G. Baruah Road, Guwahati-5); Email: arihant02@gmail.com ; arihant02@yahoo.com ; contactus@good-times.in .

Minutes approved,

(Vinod Seshan, IAS)

State Project Director, ARIAS Society

*Sougar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

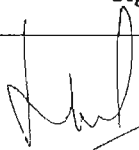

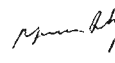
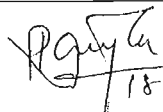
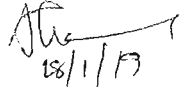

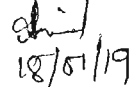
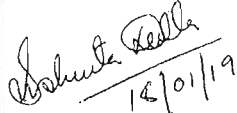

*SPD*  
State Project Director  
ARIAS Society

*[Signature]*  
22/01/19

**Attendance Sheet of Negotiation Meeting with M/S Arihant Advertising Agency (Lead); In Association with (JV) North East Yellow Pages for "Selection of Consulting Services for "Conducting State Wide Citizen Awareness Campaign/ Information, Education, and Communication (IEC) Campaign to publicize provision of the Assam RTPS Act"**

Date: 18<sup>th</sup> January 2019  
Time: 11.00 AM

Venue: PMU, ARIAS Society

Sl	Name of the Attendant	Name of the Organization	Signature
1	Shri Vinod Seshan, IAS	SPD, ARIAS Society	 18/01/19
2	Sandip Degeet	North East Yellow Pages Arihant Advertising Agency	
3	Anirban Goswami	North (contactus @ good-times.in) Imposed Commission Specialist and Team leader	Anirban Goswami 18/01/19
4	Shri M. Rahman	OSD to SPD & Sr. Proc. Spelt.	 18/1/19
5	Shri P. Ranjan Dash	Proc. & Contract Management Specialist.	 18/1/19
6	Sreemant Bhukhan	NEE Specialist ARIAS	 18/1/19
7	Sri Dilip Rabha	M&E Specialist ACCSDP.	 18/01/19
8	Shri Abdul Wahid Chandy	Proc. Management Executive.	 18/01/19
9	Sushmita Dutta	Communication Specialist, ACCSDP	 18/01/19
10	Rinto Das.	FME, ACCSDP.	 18/1/19

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society



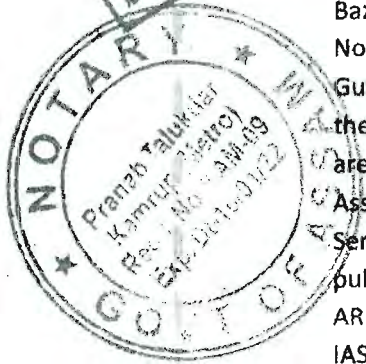


असम ASSAM

POWER OF ATTORNEY

E 666651

Sl. No. 196  
Date 17/01/19



Know all men by these presents that I, Sital Prasad Jain, Proprietor, Arihant Advertising Agency, having premises at 13 B, Bee Gee Market, Ground Floor, S.R.C.B.Road, Fancy Bazar, Guwahati - 781001 (Assam) hereby authorize Shri Sandip Kumar Dugar (Partner, North East Yellow Pages) and having their office premises at 191,R.G.Baruah Road, Guwahati - 781005 (Assam) as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to "World Bank Financed Assam Citizen Centric Service Delivery Project (ACCSDP)-Selection of consulting Services for Conducting State Wide Citizen Awareness Campaign/IEC Campaign to publicize provision of the Assam RTPS Act – in response to Communication No. ARIAS/CCSDP/38/2016/Pt-I/126 dated 21st December, 2018 from Shri Vinod Seshan, IAS, State Project Director, ARIAS Society, located at Premises- Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam) to attend the Negotiation Meeting scheduled on 18<sup>th</sup> January, 2019 at 11.00 AM (IST) to:

- (i) Negotiate and sign a Contract on behalf of Arihant Advertising Agency and
- (ii) Confirm the availability of all the Key Experts included in the Proposal or, if applicable, replacement in accordance with Clause 12 of the ITC.

*S. Dugar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Pranab Talukdar*  
17.1.19  
Pranab Talukdar  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09

*Sital Prasad Jain*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Vinod Seshan*  
State Project Director  
ARIAS Society





असम ASSAM hereby agree to ratify confirm all acts, deeds and things done or caused to be done by our said attorney pursuant to and in exercise of the Powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney. F. 666652

For Arihant Advertising Agency

*Sital Prasad Jain*  
Sital Prasad Jain,  
Proprietor, Arihant Advertising Agency

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781 001

Execution is committed by parties who are identified by *Sandip Kumar Dugar* in this 19th day of *Jan* 2019  
NOTARY

Accepted  
*Sandip Kumar Dugar*  
Sandip Kumar Dugar  
Partner, North East Yellow Pages

*Pranab Talukdar*  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09

Witness:  
1. *Junmani Nath*  
(Christman Senti C.S. Road)  
2.



IDENTIFIED BY *Bulus Sam*  
ADVOCATE, GUWAHATI  
Dated *18/1/19*

*Sandip Kumar Dugar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001  
*Pranab Talukdar*  
State Project Director  
ARIAS Society





असम ASSAM

**POWER OF ATTORNEY**

E 666653

St. No. 175  
Date 17/01/19

Know all men by these presents that I, Rajat Kumar Deorah, Partner, North East Yellow Pages, hereby authorize my other Partner, Shri Sandip Kumar Dugar and having our office premises at 191,R.G.Baruah Road, Guwahati - 781005 (Assam) as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to "World Bank Financed Assam Citizen Centric Service Delivery Project (ACCSDP)-Selection of consulting Services for Conducting State Wide Citizen Awareness Campaign/IEC Campaign to publicize provision of the Assam RTPS Act – in response to Communication No. ARIAS/CCSDP/38/2016/Pt-I/126 dated 21st December, 2018 from Shri Vinod Seshan, IAS, State Project Director, ARIAS Society, located at Premises- Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam) to attend the Negotiation Meeting scheduled on 18<sup>th</sup> January, 2019 at 11.00 AM (IST) to:

- (i) Negotiate and sign a Contract on behalf of Arihant Advertising Agency and
- (ii) Confirm the availability of all the Key Experts included in the Proposal or, if applicable, replacement in accordance with Clause 12 of the ITC.

*Rajat Deorah*

AND we hereby agree to ratify confirm all acts, deeds and things done or caused to be done by our said attorney pursuant to and in exercise of the Powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

ARIHANT ADVERTISING AGENCY  
SRCB ROAD  
GUWAHATI

NOTARY  
Pranab Talukdar  
Kamrup  
Regd. No. KAM-09  
Exp. Dt. 16/01/22  
GOVT. OF ASSAM

*[Signature]*  
State Project Director  
ARIAS Society

*[Signature]*  
Pranab Talukdar  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09





असम ASSAM whereof I, Rajat Kumar Deorah EXECUTED THIS POWER OF ATTORNEY ON THIS 17<sup>th</sup> 686654  
OF JANUARY, 2019.

For North East Yellow Pages

*Rajat Deorah*

Rajat Kumar Deorah,  
Partner, Arihant Advertising Agency

Accepted

*Sandip Kumar Dugar*

Sandip Kumar Dugar  
Partner, North East Yellow Pages

Witness:

1. Amar Das (S/o- DEBESWAR DAS)  
CHOONSALI, NOOWMATI
2. Sunmani North (Christian kanti G.S Road)

IDENTIFIED BY  
*Sandip Dugar*  
ADVOCATE, GUWAHATI  
Dated *17/1/19*  
ENRL No. *ASC* of *17/1/19*

Execution is committed by parties  
who are identified by *Sandip Dugar*  
on this 17<sup>th</sup> day of *Jan* 2019  
NOTARY

*Pranab Talukdar*  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09

*Sandip Dugar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD FANCY BAZAR  
GUWAHATI-781001

*Pranab Talukdar*  
State Project Director  
ARIAS Society





E 123031



Sl. no. 83  
Date 18/1/19

**JOINT VENTURE AGREEMENT**

**For Conducting IEC Campaign for ACCSDP**

This Joint Venture Agreement entered into this 18th day of January, 2019 at Guwahati between **ARIHANT ADVERTISING AGENCY (Lead party)** having its registered office at 13-B-Ground Floor, Bee Gee Market, S.R.C.B.Road, Fancy Bazar, Guwahati-781001(Assam) and **NORTH EAST YELLOW PAGES (Second Party)** having its registered office at 191, R.G. Baruah Road, Guwahati - 781005(Assam) (hereinafter referred as "Joint Venture" or "Bidding Parties"). The parties are individually referred to as Party and collectively as Parties.

WHEREAS, ARIAS Society, Government of Assam, has invited the Joint venture for Executing the IEC Campaign for ACCSDP

North East Yellow Pages  
*Signature*  
Authorized Signatory

ARIHANT ADVERTISING AGENCY  
*Signature*  
AUTH. SIGN/PROPRIETOR

*Signature*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

Pranab Talukdar  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09

*Signature*  
State Project Director  
ARIAS Society



AND WHEREAS the parties have had discussions for formation of a Joint Venture (JV) for executing the contract and have reached an understanding on the following points with respect to the parties rights and obligations towards each other and their working relationship.

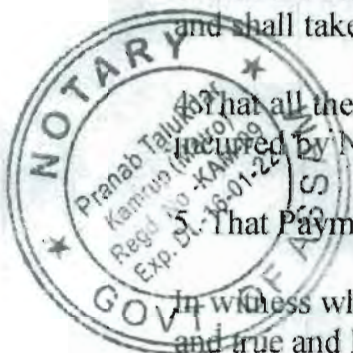
It is Hereby as Mutual Understanding of the Parties Agreed and Declared as follows:

1. That Arihant Advertising Agency will be the Lead Party of the Joint Venture
2. That the major decisions regarding the planning and execution of the Contract will be taken jointly by both the parties.
3. That the Parties affirm that they shall implement the Contract in good faith and shall take all necessary steps to see the project through expeditiously.

4. That all the investments pertaining to the Execution of the Contract will be incurred by North East Yellow Pages.

5. That Payment may be made in favour of North East Yellow Pages.

In witness whereof the Parties affirm that the information provided is accurate and true and have caused this Joint Venture Agreement to be duly executed on the date and year above mentioned.



For on behalf of Arihant Advertising Agency ARIHANTADVERTISINGAGENCY <i>Pranab Talukdar</i> AUTH. SIGN/PROPRIETOR Proprietor 17/01/2019	For on behalf of North East Yellow Pages North East Yellow Pages <i>Seagar</i> 17/01/19 Authorized Signatory Partner
--	---

Witnesses

1. Jinnan Nath  
(Christian Banki City)

execution is committed by party  
who are identified by *Seagar*  
on this 18th day of Jan. 2019  
NOTARY

*Pranab Talukdar*  
18/1/19  
Pranab Talukdar  
NOTARY  
KAMRUP (Metro) GUWAHATI  
Regd. No. KAM-09

IDENTIFIED BY  
*Bulis San*  
ADVOCATE, GUWAHATI  
Dated 18/1/19  
ENRL No. 951 of 19

*Seagar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Pranab Talukdar*  
State Project Director  
ARIAS Society





असम ASSAM

SL. NO. <sup>1</sup> \_\_\_\_\_  
Date... 01/03/2016

C 504094

**JOINT VENTURE AGREEMENT**  
**FOR REQUEST FOR EXPRESSION OF INTEREST (REOI)**  
**for Hiring of a Consultancy Firm for Conducting**  
**Citizen Awareness Campaign/Information, Education and**  
**Communication (IEC) Campaign under ACCSDP, Govt. of Assam.**



This Joint Venture Agreement entered into this 1<sup>st</sup> day of March, 2016 at Guwahati between **ARIHANT ADVERTISING AGENCY (Lead party)** having its registered office at D-164B, Street No. 6, Laxmi Nagar, Delhi – 110092 and **NORTH EAST YELLOW PAGES (Second Party)** having its registered office at E1, Block -2, 1st Floor, Parijat Mansion, M.G. Path, Christian Basti, G.S. Road, Guwahati – 781005 (hereinafter referred as "Joint Venture" or "Bidding Parties"). The parties are individually referred to as Party and collectively as Parties.

*Pranab Talukdar*  
Notary Seal  
Authorized Signatory

WHEREAS, ARIAS Society, Government of Assam, has invited Proposals for Hiring of a Consultancy firm for IEC Campaign under CCSDP.

*Soumya*  
**ARIHANT ADVERTISING AGENCY**  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Pranab Talukdar*  
**NOTARY**  
KAMRUP (Mofa) GUWAHATI  
Regd. No. KAM-09

*[Signature]*  
**State Project Director**  
ARIAS Society

**ARIHANT ADVERTISING AGENCY**  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001  
*Pranab Talukdar*

AND WHEREAS the parties have had discussions for formation of a Joint Venture (JV) for bidding for the project and have reached an understanding on the following points with respect to the parties rights and obligations towards each other and their working relationship.

It is Hereby as Mutual Understanding of the Parties Agreed and Declared as follows:

1. That the roles and the responsibilities of each party shall be as follows:

Name of Consortium member	Role	Responsibilities
Arihant Advertising Agency	Lead Party	Conduct State-Wide Analysis Develop IEC Plan Conduct Research at Grass root Level Media Planning & Buying Develop IEC Plan Content Creation Creative Designing Develop Context Responsive Formats Undertaking Pre-Testing of Efficacy Implementation of IEC Plan Documentation of Activities Monitoring & Reporting Progress
North East Yellow Pages	Second Party	



2. That the Parties affirm that they shall implement the Project in good faith and shall take all necessary steps to see the project through expeditiously.

In witness whereof the Parties affirm that the information provided is accurate and true and have caused this Joint Bidding Agreement to be duly executed on the date and year above mentioned.

For on behalf of  
Arihant Advertising Agency

*[Signature]*  
Authorised Signatory

For on behalf of  
North East Yellow Pages

*[Signature]*  
Partner

Witness *[Signature]* Biswakarma.

Witness *[Signature]* Rohit Kumar

IDENTIFIED BY  
*[Signature]*  
ADVOCATE  
DATE 11/3/16  
EPR No. 551

Execution is admitted by *[Signature]*  
Who are identified by *[Signature]*  
on this 8<sup>th</sup> day of March 2016  
18  
NOTARY

*[Signature]*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*[Signature]*  
Pranab Talukdar  
NOTARY  
KAMRUP (METRO) GUWAHATI  
Regd. No. NAR-09

*[Signature]*  
State Project Director  
ARIAS Society





ARIHANT  
ADVERTISING  
AGENCY

To,  
The State Project Director,  
ARIAS Society, Project Management Unit,  
Agriculture Complex, Khanapara, G.S. Road,  
Guwahati-781022 (Assam, India)

Dated - 17/01/19

Ref- 1. T.O. RFP No. ARIAS/ACCSDP/38/2016/Pt - 1 Dated 28/07/17

2. Your Office Letter No. ARIAS/CCSDP/38/2016/Pt - 1 Dated 18/12/18

Sub: Confirmation regarding availability of Key Experts

Dear Sir,

With reference to the subject cited above, I have the honour to inform you that due to circumstances beyond our control, the following seven (7) Key Experts, out of eight (8) have been replaced in accordance with Clause 12 of the ITC, one (1) Key Expert namely Nilakshi Medhi remaining the same. The details regarding the newly proposed Experts vis-à-vis the Experts proposed during proposal submission are given below:

Sl. No.	Position & Number	Name of the Expert proposed during proposal submission	Name of the newly proposed Expert
1	Communication Specialist & Team Leader	Sandeep Banerjee	Anirban Goswami
2	Creative Director	Rondeep Gogoi	Meraj Ahmed
3	Social Expert	Deepak Kumar	Shanker Challuri
4	Scriptwriter cum Content Manager	Animesh Maji	Minakshi Bujarbaruah
5	Scriptwriter cum Content Manager	Ritul Bhagabati	Rubul Das
6	Graphic Designer cum Animator	Sunny Johnny Kundukulam	Bijon Kumar Dutta
7	Graphic Designer cum Animator	Imran Ur Rehman	Kishore Kumar Das

Thanking you

Yours faithfully,

*[Signature]*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI 781001

Arihant Advertising Agency

*[Signature]*  
State Project Director  
ARIAS Society

*[Signature]*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

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S.R.C.B. Road  
Fancy Bazar Guwahati - 781001 (Assam)  
Tel.: 361-2543942, 2607494  
Mob: 9435040170, 9435040171  
Fax: 361-2543416  
Email: arihant02@yahoo.com

Delhi Office:  
Arihant House  
D-164/B, Street No. 6  
Laxmi Nagar, Delhi-110092  
Tel.: 22410120, 22427325  
Mob: 9891191119, 9811104235  
Fax: 0120-4178297  
Email: arihantdel@gmail.com





Communication Specialist & Team Leader (Sandeep Banerjee – Anirban Goswami)

Parameters	Sandeep Banerjee (Proposed during proposal submission)	Anirban Goswami (proposed now)	Remarks in favour of the newly proposed Expert
Educational qualification relevant to the assignment	Master of Business Administration from Bhavan's College of Communication & Management (from Calcutta University)	Master of Mass Communication from Assam (Central) University, Silchar	Having studied development communication as a part of course curriculum, the Expert is better placed to manage the IEC campaign of ACCSDP.
Developing & implementing IEC/BCC strategies in govt. sector/ reputed NGOs	8 years  (Promotional exercise for J&K Tourism/ Air India)	10 years 8 months	The Expert has developed and implemented district specific and state wide IEC/BCC campaigns for National Health Mission, Assam. While developing the IEC/BCC strategies, the Expert has also incorporated elements of Social Behaviour Change Communication (SBCC)/ Communication for Development (C4D), the internationally accepted social and political transformation tool. The requirements of the ACCSDP IEC campaign are very similar to the tasks that the Expert has done over the years.
Experience of working with international donors	Nil	1 year 8 months	The Expert had previously been involved in a communication intervention evaluation project funded by International Initiative for Impact Evaluation (3ie).
Understanding of the local context of Assam	No	Yes	Having worked both at the district and state levels in the communication development sector in Assam, the Expert is well versed with the linguistic, cultural, traditional & geographical aspects of the state. Besides planning IEC/BCC campaigns for the whole of Assam, the Expert has extensively implemented IEC/BCC strategies in the riverine areas and a few tea garden areas of the state.
Highest number of team members managed	-	30	In the capacity of State Media Expert of National Health Mission, Assam, the Expert has managed a team of 27 District Media Experts (in the districts) and 3 other members (in the state)
Languages known	English, Hindi, Bengali	English, Hindi, Assamese, Bengali	Besides knowing English & Hindi the Expert also has knowledge of Assamese & Bengali, two of the languages in which most of the ACCSDP IEC campaign will be implemented.
Trainings/ workshops attended relevant to the assignment	Nil	Yes	The Expert has attended various trainings relevant to the assignment like <ul style="list-style-type: none"> <li>• Capacity building of IEC Officers of Assam</li> <li>• Capacity building in developing state specific BCC strategy</li> <li>• Effective strategies for behavior change etc.</li> </ul>

*P. Anirban*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

Head Office:  
13B, Bee Gee Market, Ground Floor  
S.R.C.B. Road  
Fancy Bazar Guwahati - 781001 (Assam)  
Tel.: 361-2543942, 2607494  
Mob: 9435040170, 9435040171  
Fax: 361-2543416  
Email: arihant02@yahoo.com

Delhi Office:  
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D-164/B, Street No. 6  
Laxmi Nagar, Delhi-110092  
Tel.: 22410120, 22427325  
Mob: 9891191118, 9811104235  
Fax: 0120-4178297  
Email: arihantdelhi@gmail.com

*Sandeep*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Anirban*  
State Project Director  
ARIAS Society



**ARIHANT**  
ADVERTISING  
AGENCY

Creative Director (Rondeep Gogoi – Meraj Ahmed)

Parameters	Rondeep Gogoi (Proposed during proposal submission)	Meraj Ahmed (proposed now)	Remarks in favour of the newly proposed Expert
<b>Educational qualification relevant to the assignment</b>	PGDM in Advertising & Public Relations	Master of Mass Communication from Tezpur University, Assam (A Central University)	Having studied development communication as a part of course curriculum, the Expert is better placed to contribute to the ACCSDP project.
<b>Developing concepts and designs for various IEC methods, material and tools with special focus on customized applicability to the concerned stakeholders</b>	11 years  (UP tourism and promotional campaign for J & K tourism)	12 years	Having worked mostly in the social sector in Assam, the Expert has been deeply involved in developing concepts and designs for various IEC/BCC strategies and materials like leaflets, hoardings, banners, posters, scripts for traditional folk media. The Expert has a clear understanding about the designing of appropriate media messages for optimal uptake by the diverse target beneficiaries. Over the years, the Expert has created an asset of local resources for application in IEC/BCC interventions.
<b>Experience of developing IEC/BCC strategies for govt. sector/ reputed NGOs within a state on social issue</b>	11 years  (UP tourism and promotional campaign for J & K tourism)	11 years	The Expert been associated with different social organizations including govt. agency/project, local, national & international development agencies/projects. During these assignments the expert has worked with for the communities ensuring the objectives/messages reached to the stakeholders in the community.
<b>Understanding of the local context of Assam</b>	No	Yes	Having worked at different levels in the social/ communication development sector in Assam, the Expert is well versed with the linguistic, cultural, traditional & geographical aspects of the state. The expert has been extensively involved in developing IEC and resource materials in multiple languages and communicating it through mix/multiple medium to the community for whom it was targeted.
<b>Total Experience of working in social communication sector (non-commercial)</b>	11 years	12 years 11 months	The expert has more experience in social sector across organizations.
<b>Languages known</b>	English, Hindi, Assamese	English, Hindi, Assamese, Bengali	The Expert is fluent in English, Hindi and Assamese and has working knowledge in Bengali too.
<b>Trainings/ workshops attended relevant to the assignment</b>	Nil	Yes	The Expert has attended various trainings relevant to the assignment like <ul style="list-style-type: none"> <li>• Trainings on Public Health Communication, WASH, Social Impact Assessment, Positive Deviance (under Arvind Singhal/Centre for Media Studies), CSR and other trainings under National Institute of Health and Family Welfare (NIHFW), UNICEF, Public Health Foundation of India (PFHI), Mercy Corps, Centre for Science and Environment (CSE).</li> <li>• Certificate in basic Still photography, videography and documentary filmmaking</li> <li>• The Expert is a Certified CSR Professional under Indian Institute of Corporate Affairs, Ministry of Corporate Affairs.</li> </ul>

*R. Gogoi*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Meraj Ahmed*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

Head Office:  
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Fancy Bazar Guwahati - 781001 (Assam)  
Tel: 361-2543942, 2607494  
Mob: 9435040170, 9435040171  
Fax: 361-2543416  
Email: arihant02@yahoo.com

*Meraj Ahmed*  
State Project Director  
ARIAS Society

Delhi Office:  
Arihant House  
D-164/B, Street No. 6  
Laxmi Nagar, Delhi-110092  
Tel.: 22410120, 22427325  
Mob. 9891191119, 9811104235  
Fax: 0120-4178297  
Email: arihantdel@gmail.com





Social Expert (Deepak Kumar – Shanker Challuri)

Parameters	Deepak Kumar (Proposed during proposal submission)	Shanker Challuri (proposed now)	Remarks in favour of the newly proposed Expert
Educational qualification relevant to the assignment	Masters in Public Health, Jodhpur National University, Jodhpur  Masters in Social Work, Indore School of Social Work, Indore	Master in Public Policy, ICFAI School of Public Policy  M.A. (Economics), Osmania University, Hyderabad	The Expert, having studied public policy during his Masters, is well acquainted with issues relating to governance, public services, research and analysis. These will be useful while implementing and evaluating the ACCSDP.
Experience in research and analysis	9 years	12 years	The Expert has carried out evaluation studies and baseline surveys for various state and central government ministries and agencies across India. The Expert has been involved in conducting research, training of field staff, data analysis and preparing final report in various projects across India.
Experience in planning and implementing capacity building workshops for stakeholders	10 years	12 years	The Expert has been involved in capacity building programs for internal and external stakeholders, government officials and beneficiaries of several government schemes across India. This has been one of the prime responsibilities of the Expert during his last assignments.
Experience in monitoring and evaluation	10 years	12 years	The Expert is experienced in monitoring and evaluation of government programs and programs take up with the help of international funding agencies across India.
Experience in handling baseline and endline surveys	10 years	12 years	The Expert has carried out baseline and endline surveys related to project of horticulture growers, project affected people and different communities in Telangana and Andhra Pradesh.
Experience in working in public services provision like Citizen Charter	Nil	2 years	The Expert as worked in a project related to study of people's perception of the Citizen Charter. This experience will be helpful in the current project.
Languages known	English, Hindi, Bhojpuri, Bengali	English, Hindi, Telugu, Marathi, Kannada	The Expert is good at speaking, reading and writing in English, Hindi and Telugu.
Trainings/ workshops attended relevant to the assignment	Yes (3 nos.)	Yes (5 nos.)	The Expert has attended various trainings/ workshops/ seminars relevant to the assignment on social impact assessment, innovation and leadership in social sector, social science research methodology etc.

*Shanker*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

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Fax: 220-4178297  
Email: arihantdel@gmail.com

*Deepak*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Shanker*  
State Project Director  
ARIAS Society



**ARIHANT**  
ADVERTISING  
AGENCY

Scriptwriter cum Content Manager (Animesh Maji - Minakshi Bujarbaruah)

Parameters	Animesh Maji (Proposed during proposal submission)	Minakshi Bujarbaruah (proposed now)	Remarks in favour of the newly proposed Expert
<b>Educational qualification relevant to the assignment</b>	Masters in Mass Communication from Assam (Central) University, Silchar	M.A. Sociology from JNU, New Delhi  M.Phil in Social Sciences from TISS	Holding a Bachelors in Sociology from Hindu College, Delhi University and a Masters in Sociology from JNU, the Expert has the required specialization and expertise on the subject matter. She also holds an M.Phil degree in social sciences from TISS and educational qualification is deemed apt for the position.
<b>Experience in content development/ script writing in English/ Assamese/ Bengali</b>	7 years	8 and a half years	The Expert has the required experience in content development and script writing in English and most of these have been translated to local languages. She is also the editor of the first queer magazine in the region, 'The Forbidden'. She is a Content Writer for media portals like Feminism in India, Correspondent Journalist for Youth Ki Awaaz and writes columns for local dailies like the Assam Tribune.
<b>Experience in creative writing/ documentation of success stories</b>	6 years	More than 7 years	The Expert has worked both with government as well as international stakeholders on documentation and data generation of success stories. Most of these stories have been published across several media houses and the Expert also has experience of working in difficult/conflict zones to cover success stories in the context of Water, Sanitation, Hygiene, Women's Health, ODF in Tea Gardens, disability and women's rights vis-à-vis SDGs etc
<b>Experience of working with international donors working in the development sector</b>	No	More than 7 years	The Expert has experience of working with several international donors, the foremost being UNICEF, Water Aid, Save the Children, Action Aid, Oxfam to name a few. Most of the work with these organizations has been in the area of content development for projects, proposal writing, strategy planning and qualitative content and information production and documentation.
<b>Understanding of the local context of Assam in relation to development sector projects</b>	Nil	More than 9 years	Contextual understanding and experience of having worked across the northeast for more than 9 years. Extensive experience of developing content, strategy and planning implementation modules for social development projects primarily in the state of Assam, along with Nagaland, Manipur and Meghalaya. Intensive grassroots experience of having worked with communities both in the rural as well as urban settings, for projects funded by the government as well as international donors like Child Aid Network, Oxfam, Action Aid, UNICEF, Save the Children to name a few.
<b>Languages known</b>	English, Hindi, Assamese, Bengali	English, Hindi, Assamese, Bengali	The Expert is fluent in Assamese and is familiar with the primary languages of the state.
<b>Trainings/ workshops attended relevant to the assignment</b>	Nil	Yes	The Expert has attended various national and international seminars/ conferences which will be helpful in the present assignment.

*Sougan*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
ARIHANT ADVERTISING AGENCY

Head Office:  
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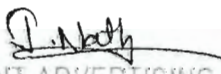
*State Project Director*  
*ARIAS Society*  
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Tel.: 22410120, 22427325  
Mob. 9891191119, 9811104235  
Fax: 0120-4178297  
Email: arihantdel@gmail.com





Scriptwriter cum Content Manager (Ritul Bhagabati – Rubul Das)

Parameters	Ritul Bhagabati (Proposed during proposal submission)	Rubul Das (proposed now)	Remarks in favour of the newly proposed Expert
<b>Educational qualification relevant to the assignment</b>	MA in English (University of Madras)  PG Diploma in Public Relations (Bharatiya Vidya Bhavan, Chennai Centre)	PG Diploma in Mass Communication from Cotton College, Guwahati.	Holding a PG Diploma in Mass Communication from Cotton College, Guwahati, the Expert is well aware about the various media platforms of Assam and the relevance of appropriate media for message dissemination in diverse contexts.
<b>Experience in content development/ script writing in English/ Assamese/ Bengali</b>	13 years	13 years	The Expert has developed content for various IEC materials like leaflets, hoardings, banners, posters, handouts and scripts for street plays etc. in English, Assamese and Bengali during his time at National Health Mission, Assam. The Expert has also worked as a Journalist in various media organizations.
<b>Experience in creative writing/ documentation of success stories</b>	5 years  (as Programme Coordinator, NRHM, Assam)	12 years  (as District Media Expert, NHM, Assam)	The Expert has been deeply involved in collating information, documenting activities, preparing content for newsletters, magazines and documenting success stories. These were the prime responsibilities of the Expert as a Media Expert under National Health Mission, Assam.
<b>Understanding of the local context of Assam in relation to development sector projects</b>	5 years  (as Programme Coordinator, NRHM, Assam)	12 years  (as District Media Expert, NHM, Assam)	Having worked in the grassroots in the health communication sector in Assam for 12 years, the Expert has gained deep insights into developing context specific messages for optimal uptake.
<b>Languages known</b>	English, Hindi, Assamese, Bengali	English, Hindi, Assamese, Bengali	The Expert is fluent in Assamese and is familiar with the primary languages of the state.
<b>Trainings/ workshops attended relevant to the assignment</b>	Yes	Yes	The Expert has attended various trainings on IEC/BCC strategies which will be helpful for the assignment

  
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S.R.C.B. Road  
Fancy Bazar Guwahati - 781001 (Assam)  
Tel.: 361-2543942, 2607494  
Mob.: 9435040170, 9435040171  
Fax: 361-2543416  
Email: arihant02@yahoo.com

Delhi Office:  
Arihant House  
D-164/B, Street no. 6  
Laxmi Nagar, Delhi-110092  
Tel.: 22410120, 22427325  
Mob. 9891191119, 9811104235  
Fax: 0120-4178297  
Email: arihantdel@gmail.com


  
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Graphic Designer cum Animator (Sunny Johnny Kundukulam – Bijon Kumar Dutta)

Parameters	Sunny Johnny Kundukulam (Proposed during proposal submission)	Bijon Kumar Dutta (proposed now)	Remarks in favour of the newly proposed Expert
<b>Educational qualification relevant to the assignment</b>	Diploma Course in Applied Arts from International Institute of Fashion Technology, New Delhi	Diploma in Animation Film Making, "Zee Institute of Creative Arts", Mumbai, India	The Expert, having studied animation film making is better suited for the position.
<b>Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media.</b>	10 years	10 years	The Expert has undertaken graphic designing for IEC materials for Mahatma Gandhi University and its partner organizations. He has also developed advertisements for both electronic and print media. The Expert has been involved in conceptualizing and designing advertisements for mobile platforms like Android and iOS, designing of storyboard for electronic media commercials, developing short animation movies and designing of characters.
<b>Languages known</b>	English, Hindi, Malayalam	English, Hindi, Assamese	The Expert is fluent in Assamese and is familiar with the primary languages of the state. Since most of the IEC materials will be in Assamese, the Expert is in an advantageous position here.

  
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Fax. 361-2543416  
Email: arihant02@yahoo.com

Delhi Office:  
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Tel.: 22410120, 22427325  
Mob. 9891191119, 9811104235  
Fax: 0120-4178297  
Email: arihantdel@gmail.com



**Graphic Designer cum Animator (Imran Ur Rehman – Kishore Kumar Das)**

Parameters	Imran Ur Rehman (Proposed during proposal submission)	Kishore Kumar Das (proposed now)	Remarks in favour of the newly proposed Expert
<b>Educational qualification relevant to the assignment</b>	Bachelor of Fine Arts (BFA) from Jamia Milia College of Arts	3 year professional Diploma Course (Arena Multimedia Specialist Programme) on Graphic Design and Animation from Arena Animation Academy, Guwahati	The Expert has studied both graphic design and animation while pursuing his professional course. Since the position demands knowledge of both graphic designing and animation, the Expert is better suited for the position.
<b>Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media.</b>	10 years	11 years	The Expert has undertaken 2D Motion Graphics, video editing and 3D modeling assignment and also developed 3D animations besides developing advertisements for electronic media. Further, the Expert has designed and developed IEC materials like posters, banners, logos, other illustrations for various organizations.
<b>Languages known</b>	English, Hindi, Assamese	English, Hindi, Assamese	The Expert is fluent in Assamese and is familiar with the primary languages of the state.

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Tel.: 22410120, 22427325  
Mob: 9891191119, 9891104235  
Fax: 0120-4178297  
Email: arihantdelhi@gmail.com

*S. Saigay*

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*P. Nath*

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**FORM TECH-6**  
**(CONTINUED)**  
**CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	Communication Specialist & Team Leader
<b>Name of Expert:</b>	Anirban Goswami
<b>Date of Birth:</b>	26/07/1981
<b>Country of Citizenship/Residence</b>	India

**Education:**

- Master of Mass Communication from Assam University, Silchar
- Bachelor of Arts (English Hons.) from G.C. College, Silchar (under Assam University, Silchar)

**Trainings attended:**

Sl. No.	Name of training programme	Duration	Organised by
1	Course on Scientific Writing Skills (online training)	22 hours	Wellcome Trust & PHFI
2	Professional Training on Capacity Building of IEC Officers of Assam in Communication Skills under NRHM	5 days	NIHFW, New Delhi
3	Capacity Building in Developing State Specific Behaviour Change Communication Strategy	7 days	NIHFW, New Delhi
4	Effective Strategies for Behaviour Change within the NRHM	4 days	PHFI
5	2-Day Regional Workshop on Rashtriya Kishore Swasthya Karyakram	2 days	MoHFW, GoI & NHM, Assam
6	Infant & Young Child Feeding cum Baby Friendly Hospital Initiative	2 days	NHM, Assam

**Employment record relevant to the assignment:**

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2017-18	<b>Employing organization:</b> Public Health Foundation of India/ Indian Institute of Public Health, Shillong <b>Position:</b> Consultant /SPA <b>Contact:</b> 0364-2592014 iiphshillong@phfi.org	India	<ul style="list-style-type: none"> <li>• Conducting activities for impact evaluation of a community engagement and ownership intervention on immunization implemented by Constellation, a Belgium based non-profit organization</li> <li>• Liaising with various</li> </ul>

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			<p>stakeholders for dissemination of project progress</p> <ul style="list-style-type: none"> <li>• Conducting focus group discussion, key informant interviews</li> <li>• Collecting data for process evaluation, preparing monthly reports, designing intervention prototype, monitoring other related activities</li> <li>• Designing various IEC materials related to the IIPH, Shillong</li> </ul>
2016-17	<p><b>Employing organization:</b> Strategic Alliance Management Services, New Delhi (for a United Nations Development Programme project)</p> <p><b>Position:</b> Vaccine Logistics &amp; Cold Chain Manager</p> <p><b>Contact:</b> 011-26842162 consult@sams.co.in</p>	India	<ul style="list-style-type: none"> <li>• Train cold chain handlers on vaccine and eVIN related issues, undertake tasks for successful implementation of eVIN</li> <li>• Assist in development of IEC materials for the eVIN project</li> <li>• Responsible for display of the IEC materials at strategic locations for greater impact</li> <li>• Conduct training needs assessment of the cold chain handlers and impart training on a need-based manner</li> </ul>
2015-16	<p><b>Employing organization:</b> National Health Mission, Assam</p> <p><b>Position:</b> State Media Expert</p> <p><b>Contact:</b> 0361-2340239 misnrhm.assam@gmail.com</p>	India	<ul style="list-style-type: none"> <li>• Designing and implementing state level Behaviour Change Communication (BCC) &amp; Information, Education &amp; Communication (IEC) strategies, budgeting, activity report compilation</li> <li>• Engaging with stakeholders for effective implementation of health programmes and schemes</li> <li>• Undertaking supportive supervision visits to various districts/ health institutions</li> <li>• Publicity of health issues and schemes through newspapers, TV, radio, OOH</li> </ul>

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			advertising
2014-15	<p><b>Employing organization:</b> District Health Society, National Health Mission, Bongaigaon</p> <p><b>Position:</b> District Media Expert</p> <p><b>Contact:</b> 03664-231842 dpm.nrhм.bongaigaon@gmail.com</p>	India	<ul style="list-style-type: none"> <li>• Designing and implementing district level Behaviour Change Communication (BCC) &amp; Information, Education &amp; Communication (IEC) strategies, budgeting, activity report compilation</li> <li>• Facilitating Focus Group Discussions, awareness meetings</li> <li>• Develop content for IEC materials like leaflets, posters, banners, hoardings, handouts. Develop script for street plays/ puppet shows</li> <li>• Undertaking supportive supervision visits at blocks/ health institutions/ community level</li> <li>• Training ANMs/ ASHA Facilitators/ ASHAs on communication &amp; counseling skills and other health issues and schemes</li> <li>• Preparing qualitative and quantitative reports</li> <li>• Documentation of activities and success stories. Editing and designing content for brochures, leaflets, hoardings, information boards, quarterly newsletter, annual report etc.</li> </ul>
2010-14	<p><b>Employing organization:</b> District Health Society, National Health Mission, Dhubri</p> <p><b>Position:</b> District Media Expert</p> <p><b>Contact:</b> 09401579113 dpm.nrhм.dhubri@gmail.com</p>	India	<ul style="list-style-type: none"> <li>• Designing and implementing district level Behaviour Change Communication (BCC) &amp; Information, Education &amp; Communication (IEC) strategies, budgeting, activity report compilation</li> <li>• Facilitating Focus Group Discussions, awareness meetings</li> <li>• Develop content for IEC materials like leaflets,</li> </ul>

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			<p>posters, banners, hoardings, handouts. Develop script for street plays/ puppet shows</p> <ul style="list-style-type: none"> <li>• Undertaking supportive supervision visits at blocks/ health institutions/ community level</li> <li>• Training ANMs/ ASHA Facilitators/ ASHAs on communication &amp; counseling skills and other health issues and schemes</li> <li>• Preparing qualitative and quantitative reports</li> <li>• Documentation of activities and success stories. Editing and designing content for brochures, leaflets, hoardings, information boards, quarterly newsletter, annual report etc.</li> </ul>
2009-10	<p><b>Employing organization:</b> District Health Society, National Rural Health Mission, Kamrup</p> <p><b>Position:</b> District Media Expert</p> <p><b>Contact:</b> 0361-2680088 dpm.nrhm.kamruprural@gmail.com</p>	India	<ul style="list-style-type: none"> <li>• Designing and implementing district level Behaviour Change Communication (BCC) &amp; Information, Education &amp; Communication (IEC) strategies, budgeting, activity report compilation</li> <li>• Facilitating Focus Group Discussions, awareness meetings</li> <li>• Develop content for IEC materials like leaflets, posters, banners, hoardings, handouts. Develop script for street plays/ puppet shows</li> <li>• Undertaking supportive supervision visits at blocks/ health institutions/ community level</li> <li>• Training ANMs/ ASHA Facilitators/ ASHAs on communication &amp; counseling skills and other health issues and schemes</li> <li>• Preparing qualitative and</li> </ul>

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			quantitative reports <ul style="list-style-type: none"> <li>• Documentation of activities and success stories. Editing and designing content for brochures, leaflets, hoardings, information boards, quarterly newsletter, annual report etc.</li> </ul>
2008	<b>Employing organization:</b> Dept. of Business Administration, Assam University, Silchar <b>Position:</b> Research Associate (Corporate Relations and Information) <b>Contact:</b> 03842-270847	India	<ul style="list-style-type: none"> <li>• Writing content for and designing publications of the department</li> <li>• Develop content for and design information materials, desktop calendars, placement brochures</li> <li>• Assisting senior teachers in preparing content for Business Communication</li> </ul>
2008	<b>Employing organization:</b> Don Bosco School, Silchar <b>Position:</b> Asst. Teacher <b>Contact:</b> 03842-268154	India	<ul style="list-style-type: none"> <li>• Taking English and Computer classes</li> <li>• Training the students in making creative displays for the notice board</li> <li>• Assist the school management in creative designing of various materials</li> </ul>

**Language Skills (indicate only languages in which you can work):**

English, Hindi, Assamese, Bengali

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for leading the assignment including design and development of Communication Needs Assessment, IEC strategy, Communication, M&E framework and implementation arrangements. The Team Leader shall be the focal person for all communications with the ARIAS Society.	The Expert has been previously involved with developing and implementing IEC/BCC/SBCC strategies both at the district and state level for National Health Mission, Assam. The Expert has also been part of a large evaluation study for impact assessment of a communication intervention in selected districts of Assam funded by an international grant making organization (3ie). Having worked mostly with government agencies, the Expert is thorough with government procedures. The Expert has also developed strong networks with various

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	NGOs working in the development sector in Assam and North East Region. Hailing from Assam, the Expert has a deep understanding of the local context and has, over the years, learnt ways to effectively engage with the communities for implementing communication interventions. The Expert is also fluent in Assamese and Bengali, two of the most spoken languages in the state of Assam.
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**Software proficiencies:**

Sl. No.	Name of software	Advanced	Intermediate	Beginner
1	Adobe Photoshop	√		
2	Adobe PageMaker	√		
3	Corel Draw	√		
4	MS Word, Excel, PowerPoint	√		
5	Flash		√	
6	Adobe InDesign		√	

**Expert's contact information:**

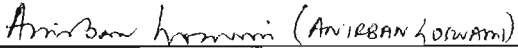
Email: anirbangoswami78@gmail.com

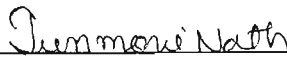

Mobile: +91 9854153825

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Anirban Goswami


02/01/2019  
 Name of Expert                      Signature                      Day/month/year  
 Date



02/11/2019  
 Name of authorized                      Signature                      Day/month/year  
 Representative of the Consultant  
 Date

  
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**State Project Director**  
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## FORM TECH-6

### CURRICULUM VITAE (CV)

Position Title and No.	Creative Director (1)
Name of Expert:	Meraj Ahmed
Date of Birth:	11 August 1983
Country of Citizenship/Residence	India

#### Education:

- Masters - M.A (Mass Communication & Journalism) from Tezpur University
- Bachelors-B.A (English) from B.Borooah College, Guwahati (under Gauhati University)

#### Employment record relevant to the assignment:

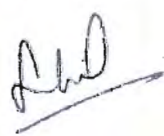
Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2018	Sambandh Health foundation. As Project Manager (Assam)  Email: connect@sambandhhealth.org	India	<ul style="list-style-type: none"><li>- Responsible for the overall coordination, implementation, control and management of project.</li><li>- Developing IEC material on COTPA Act 2003 including posters, pamphlets, web content, audio-visual content, photo stories, and short films.</li><li>- Involves working closely with Health, Police and Education departments along with District Administration to technically support and motivate them to effectively implement tobacco control laws.</li><li>- As the in-charge of student/youth activities work with and manage relations with student bodies like NSS, Scouts, NCC and others. Sambandh Health Foundation's</li></ul>

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Meraj Ahmed

			<p>Tobacco control project is supported by TATA Trust &amp; ACCF.</p> <p>The project aims to spread awareness and engage youth in anti-tobacco initiatives in sustained manner.</p>
2016 – 2018	<p>Jhpiego – An affiliate of Johns Hopkins University. As Program Coordinator (MCSP)</p> <p>Email: <a href="mailto:jhpiegoindiahr@jhpiego.org">jhpiegoindiahr@jhpiego.org</a></p>	India	<ul style="list-style-type: none"> <li>- Co-creating IEC materials (posters, handouts job aids, translation and design of manuals for health workers, Photo story for best practices, conduct training &amp; workshops, develop tracking plan &amp; carry out supportive supervision and advocacy in focus facilities, work with the clinical training teams.</li> <li>- Facilities and government counterparts to implement, monitor and report on training activities including monitoring and evaluation (M&amp;E) Frameworks.</li> <li>- Conducting field need assessments, developing localized contents &amp; IEC materials, compilation of success stories &amp; reports. MCSP is USAID's flagship program for maternal and child health and supports high impact health interventions in 24 priority countries.</li> </ul>
2015-2016	<p><i>Pravah-supported by RGNVYID (Rajiv Gandhi National Institute for Youth Development). As Changeloom (Northeast) Fellow</i></p> <p>Email: <a href="mailto:youthcollective.commutiny@gmail.com">youthcollective.commutiny@gmail.com</a></p>	India	<ul style="list-style-type: none"> <li>- Designing and initiating an integrated health and learning projects in rural govt. primary schools, Intervention for Quality education and child health, Organizing of promotional events/campaigns on child rights &amp; RTE Act 2009, Developing IEC materials</li> </ul>

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			and web content for child rights & RTE Act 2009 also child friendly TLMs.
2015 – 2016	<i>FUEL-HDFC CSR Project. As Project Consultant (two phases)</i>	India	- Developing concept, script and overall direction for project video for HDFC-FUEL program in Assam. Implementing strategy and coordination to carry out phase wise career awareness, assessment and counselling program for students of secondary and senior secondary schools in selected districts of Assam.
2014	<i>Jagruti Fondation -Program Implementation Agency for Gol's DDU-GKY (Skill Development prog.) in Assam. As Project Consultant</i>	India	- Design and execution of community outreach strategy for Program Implementation Agency to be implemented under Skill Development Program of Livelihood Generation Mission Project in Assam (2014). Development of IEC material for sharing information on project entitlements for the community members especially youth.
2014	<i>Handwashing Campaign (supported by District Health Society under NRHM) //for NEAID- co-founder advisor. As Project Consultant - Project Implementation Partner</i>	India	- Conducting Handwashing Campaign in 100 govt. schools under Morigaon district. Making project photo documentation of the event. Develop IEC print material and audio content for handwashing promotion among students. Development of script and directing street play on handwashing.
2013 - 2014	<i>American India Foundation (AIF). As William. J. Clinton Fellow (Public Health)/ Project Officer, CHAI (Darjeeling)</i>  Email: info@aif.org	India	- Placed as a Public Health Fellow at Broadleaf Health & Education Alliance- CHAI Darjeeling, West Bengal. Support the host organization in implementing and

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**ARIAS-Society**

*M. A. Ahmed*

			<p>expansion of the project. Task included, communication strategy development, field assessments, planning &amp; designing strategies for community engagement, concept, development &amp; designing of information material for students as well as community members on issues of health &amp; hygiene, making of project videos of different activities for promotional as well as fundraising purposes. Co-created fellowship documentary for the fellowship current fellowship year.</p>
2009-2013	National Rural Health Mission (Now NHM). As Media Expert (IEC-BCC)	India	<ul style="list-style-type: none"> <li>- To bridge the gap between the service provider and the beneficiary by use of localised communication contents and using modern viz. Print materials, audio &amp; visual content, as well as traditional media viz. puppet drama, street plays, Song and dance, etc</li> <li>- Utilizing existing program resource mechanism to get the message to the end user as well as identifying the need and the expectations from the community,</li> <li>- Facilitating -conducting regular workshops, FGDs, training and orientation for capacity building of health workers.</li> <li>- To plan, implement &amp; supervise IEC-BCC activities in the district, Develop special strategy for reaching out for service delivery &amp; awareness in outreach,</li> </ul>

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*Mery Ahmed*  
**State Project Director**  
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			<p>difficult and riverine areas, - Facilitate Liaison for inter-sectoral convergence with various dept.</p> <ul style="list-style-type: none"> <li>- Also, occasional support to the state IEC-BCC cell conduct of major campaigns and programs whenever required and advised by the state lead.</li> <li>- Developing (co-creating) script &amp; content for ASHA radio program and NHM project videos.</li> </ul>
2008-2009	<i>SENTINEL (English Daily Newspaper from Assam). As Sub-Editor (Trainee)</i>	India	<ul style="list-style-type: none"> <li>- Compiling, editing and designing of news, supervise layouts and occasional reporting.</li> </ul>
2003-2006	<i>Nature's Green Guard (A nature conservation NGO). As Communication Coordinator</i>	India	<ul style="list-style-type: none"> <li>- Three months a project volunteer &amp; three years as Communication coordinator the assignments included conducting awareness program on nature conservation &amp; forest rights, conduct orientation among students &amp; youth, report drafting, preparing IEC material content, stories.</li> </ul>

**Language Skills (indicate only languages in which you can work):** English, Assamese, Hindi, Bengali and Nepali.

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Developing the concepts and designs for various IEC methods, material & tools with special focus on customized applicability to the concerned stakeholders. Should be able to generate local resources, context and materials for application in the IEC programmes.	The Expert has extensive experience of working in Assam on social development projects and developing IEC contents for Mass media social campaigns using both modern as well as traditional media, BCC intervention also working on communication strategy. With years of working across social development /communication projects and stakeholders in the region, the expert

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*M. M. M.*  
**State Project Director**  
**ARIAS Society**  
*Mosayy Ahmed*



	has good grasp of coherently contextualizing messages as per community's understanding and need. His experience of handling IEC-BCC activities and developing social messages for dissemination among the public of the region via cross media will be of good help for current assignment.
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**Trainings received:**

- Trainings on Public Health Communication, WASH, Social Impact Assessment, Positive Deviance (under Arvind Singhal/Centre for Media Studies), CSR and other trainings under National Institute of Health and Family Welfare (NIHFW), UNICEF, Public Health Foundation of India (PFHI), Mercy Corps, Centre for Science and Environment (CSE).
- Certificate in basic Still photography, videography and documentary filmmaking
- The Expert is a Certified CSR Professional under Indian Institute of Corporate Affairs, Ministry of Corporate Affairs.

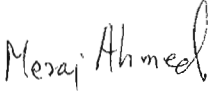
**Expert's contact information:**

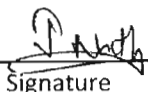
**email: merajc4d@gmail.com**

**mobile: +91- 9864748194 / 8473037559**

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Meraj Ahmed		10/01/19
_____ Name of Expert Date	_____ Signature	_____ Day/month/year

Jummai Nath		10/01/2019
_____ Name of authorized Representative of the Consultant Date	_____ Signature	_____ Day/month/year

  
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**FORM TECH-6**  
**(CONTINUED)**  
**CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	Social Expert (1)
<b>Name of Expert:</b>	Shanker Challuri
<b>Date of Birth:</b>	12-09-1980
<b>Country of Citizenship/Residence</b>	India

Education:

S.No	Degree/ Certificate	University/ Institute	Year of Passing
1	Master in Public Policy	ICFAI University, Hyderabad	2009
2	M.A (Economics)	Osmania University, Hyderabad	2006
3	B.A	Osmania University, Hyderabad	2004
4	Intermediate (+12)	Nalanda Junior College, Adilabad	2001

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2011 -Till date	<b>Employing organization:</b> APITCO Limited, Hyderabad  <b>Position:</b> Consultant  <b>Contact:</b> Mr.M.Srinivas Rao, Chief Consultant APITCO Limited <a href="mailto:srinivasrao@apitco.org">srinivasrao@apitco.org</a> <a href="mailto:srineev@yahoo.com">srineev@yahoo.com</a> Mobile No: 9849398584	India	<ul style="list-style-type: none"> <li>• <b>Name of the Project:</b>Preparation DPR under RURBAN Scheme in Telangana.</li> <li>• <b>Year of the Project:</b> 2019</li> <li>• <b>Location:</b>Telangana</li> <li>• <b>Client:</b> Department of Rural Development</li> <li>• <b>Position held in the Project:</b> Team Member</li> <li>• <b>Description of the Project:</b> Providing the urban facilities to rural areas –Preparation of Detailed project report for food processing Industries.</li> <li>• <b>Roles and responsibilities:</b> Desk research undertaken to understand implementation of the RURBAN program in other parts of country, collected the necessary information on raw material around the villages in Mahaboobnagar district.</li> </ul>

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		<p>Interacted with district officials of line departments, interacted with the farmer producer organizations to know their perception of food processing industries and land availability. Identified the machinery suppliers, collecting quotations. Data provided by the line departments is analysed and detailed project report prepared.</p> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b>Physical Verification of PMEGP programs in Goa for the year 2013-14, 2014-15 and 2015-16.</li> <li>• <b>Year of the Project:</b> 2018</li> <li>• <b>Location:</b> Goa</li> <li>• <b>Client:</b>Khadi and Village Industries Commission, Goa</li> <li>• <b>Position held in the Project:</b> Project Head</li> <li>• <b>Description of the Project:</b> Physical Verification of PMEGP Units for the year 2013-14, 2014-15 and 2015-16.</li> <li>• <b>Roles and responsibilities:</b> Carried out desk research and communicated to all the sponsoring Banks and related departments. Designed questionnaire for data collection. Conducted training programs to field staff. Coordinated with project stakeholders, prepared plan for field visit, carried out review, supervised field operations and collection of data. Carried out data analysis and prepared final report.</li> <li>• <b>Name of the Project:</b>Physical Verification of PMEGP programs in Karnataka for the year 2014-15 and 2015-16</li> <li>• <b>Year of the Project:</b> 2018</li> <li>• <b>Location:</b> Karnataka</li> <li>• <b>Client:</b>Khadi and Village Industries Commission</li> <li>• <b>Position held in the Project:</b> Project Head</li> <li>• <b>Description of the Project:</b> Physical</li> </ul>
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			<p>Verification of PMEGP programs in Karnataka for the year 2014-15 and 2015-16</p> <ul style="list-style-type: none"> <li>• <b>Roles and responsibilities:</b> Carried out desk research and communicated to all the sponsoring banks and related departments, identified the field teams and conducted the training programs. Coordinated with project stakeholders, prepared project plan for field visit, carried out review, supervised field operations and collection of data. Carried out data analysis and prepared final report.</li> <li>• <b>Name of the Project:</b>Physical Verification of Coir UdyamiYojana in Kerala, Karnataka, Odisha, Andhra Pradesh and West Bengal</li> <li>• <b>Year of the Project:</b> 2017</li> <li>• <b>Location:</b>Kerala, Karnataka, Odisha, Andhra Pradesh and West Bengal</li> <li>• <b>Client:</b> Coir Board, Cochin</li> <li>• <b>Position held in the Project:</b> Project Head</li> <li>• <b>Roles and responsibilities:</b> Carried out desk research and communicated to all the sponsoring banks and related departments. Conducted training programs for field staffs. Coordinated with project stakeholders, prepared plan for Field visit, carried out review, supervised field operations and collection of data. Communicated the status to Coir Board officials from time to time. Analysed data and prepared final report.</li> <li>• <b>Name of the Project:</b>Baseline survey of Brahmin Households in Andhra Pradesh</li> <li>• <b>Year of the Project:</b> 2017</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Andhra Pradesh</li> <li>• <b>Position held in the Project:</b> Project Head</li> <li>• <b>Roles and responsibilities:</b></li> </ul>
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		<p>Interacted with the Brahmin community associations from state, district and block levels. Formed district level teams and conducted the orientation program on data collection. Supervised the progress in data collection, conducted district wise reviews and updated the status from time to time to the client. Analysed state level data submitted final report.</p> <ul style="list-style-type: none"> <li>● <b>Name of the Project:</b> Evaluation study of NBCFDC Schemes in Goa and Karnataka.</li> <li>● <b>Year of the Project:</b> 2016</li> <li>● <b>Location:</b>Goa and Karnataka</li> <li>● <b>Client:</b> National Backward Finance and Development Corporation</li> <li>● <b>Position held in the Project:</b> Project Head</li> <li>● <b>Roles and responsibilities:</b> Collected secondary data on schemes on backward class communities. Interacted with state channelizing agencies of Karnataka and Goa states and collected the list of beneficiaries to take up the evaluation study. Designed questionnaire based on scheme guidelines. Conducted orientation program for the field staff for data collection. Prepared plan for field visits, appraised the status of field survey to the client periodically. Analysed field data and prepared final report.</li> </ul> <ul style="list-style-type: none"> <li>● <b>Name of the Project:</b>Physical Verification of PMEGP programs in Karnataka for the year 2012-13 and 2013-14.</li> <li>● <b>Year of the Project:</b> 2015</li> <li>● <b>Location:</b> Karnataka</li> <li>● <b>Client:</b>Khadi and Village Industries Commission</li> <li>● <b>Position held in the Project:</b> Project Head</li> <li>● <b>Description of the Project:</b> Physical Verification of PMEGP programs in</li> </ul>
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			<p>Karnataka for the year 2012-13 and 2013-14.</p> <ul style="list-style-type: none"> <li>• <b>Roles and responsibilities:</b> Carried out desk research and communicated to all the sponsoring banks and related departments, identified the field team and conducted the training programs. Coordinated with all the project stakeholders, prepared plan for field visit, carried out review, supervised field operations and collection of data. Analysed data and prepared final report.</li> <li>• <b>Name of the Project:</b>Evaluation study of NHFDC Schemes in the states of Maharashtra and Gujarat</li> <li>• <b>Year of the Project:</b> 2015</li> <li>• <b>Location:</b>Maharashtra and Gujarat</li> <li>• <b>Client:</b> National Handicapped Development and Finance Corporation (NHFDC)</li> <li>• <b>Position held in the Project:</b> Team Member</li> <li>• <b>Description of the Project:</b> Evaluation study of NHFDC Schemes in the states of Maharashtra and Gujarat</li> <li>• <b>Roles and responsibilities:</b> Conducted desk research to know the various schemes for the welfare of physical challenged people in different states. Collected the list of beneficiaries from the client. Based on scheme guidelines, prepared questionnaire to carry out the field survey. Conducted orientation program for the field staff. Prepared field plan and supervised field survey activities in two states. Carried out data analysis and prepared final report.</li> <li>• <b>Name of the Project:</b>Evaluation study of NSFDC Schemes in the states of Sikkim, Haryana and Punjab</li> <li>• <b>Year of the Project:</b> 2014</li> <li>• <b>Location:</b>Sikkim, Haryana and</li> </ul>
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		<p>Punjab</p> <ul style="list-style-type: none"> <li>• <b>Client:</b> National Scheduled caste Finance Development Corporation (NSFDC)</li> <li>• <b>Position Held in the Project:</b> Team member</li> <li>• <b>Description of the Project:</b> Conducting evaluation study of National Scheduled caste Finance Development Corporation Schemes in the states of Sikkim, Haryana and Punjab states.</li> <li>• <b>Roles and responsibilities:</b> Conducted desk research to know the various schemes for the welfare of scheduled castes in different states. Collected the list of beneficiaries from the client. Based on scheme guidelines, designed questionnaire to carry out the field survey. Conducted orientation program for the field staff. Prepared field plan and supervised field survey activities in two states. Analysed data analysis and prepared final report.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b>Physical Verification of PMEGP programs in Karnataka for the year 2010-11 and 2011-12.</li> <li>• <b>Year of the Project:</b> 2013</li> <li>• <b>Location:</b> Karnataka</li> <li>• <b>Client:</b>Khadi and Village Industries Commission, Karnataka</li> <li>• <b>Position Held in the Project:</b> Project Head</li> <li>• <b>Description of the Project:</b> Physical Verification of PMEGP programs in Karnataka for the year 2010-11 and 2011-12.</li> <li>• <b>Roles and responsibilities:</b> Carried out desk research and communicated to all the sponsoring banks and related departments, identified the field team and conducted the training programs. Coordinated with project stakeholders, prepared project plan for field visit, conducted review.</li> </ul>
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		<p>supervised field operations and collection of data. Analysed data is and prepared final report.</p> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b>Third Party Verification of AFMIP units in Nellore District of Andhra Pradesh.</li> <li>• <b>Year of the Project:</b> 2013</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Department of Horticulture, Andhra Pradesh.</li> <li>• <b>Position Held in the Project:</b> Project Head</li> <li>• <b>Description of the Project:</b> Third Party Verification of APMIP units in Nellore District of Andhra Pradesh.</li> <li>• <b>Roles and responsibilities:</b> Collected the information on micro irrigation methods and systems available in various states. Collected the list of beneficiaries who availed the APMIP scheme in Nellore District of Andhra Pradesh.Organisedorientation program for the field staff for data collection. Reviews were conducted from time to time to know the progress of baseline survey, appraised the progress to the client. Made data entry in webportal. Conducted data analysis and prepared final report.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b>Physical Verification of PMEGP programs in Andhra Pradesh.</li> <li>• <b>Year of the Project:</b> 2012</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b>Khadi and Village Industries Commission</li> <li>• <b>Position Held in the Project:</b> Team member</li> <li>• <b>Roles and responsibilities:</b> Conducted desk research and communicated to all the sponsoring banks and related departments, identified the field team and conducted</li> </ul>
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		<p>the training programs. Coordinated with project stakeholders, prepared plan for field visit, carried out review, supervised field operations and collection of data. Analysed data and prepared final report.</p> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b> Baseline survey of Horticulture Farmers in Prakasam district of Andhra Pradesh</li> <li>• <b>Year of the Project:</b> 2012</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Department of Horticulture, Andhra Pradesh.</li> <li>• <b>Position Held in the Project:</b> Team member</li> <li>• <b>Roles and responsibilities:</b> Collected the information on horticulture crops and prepared the list of villages where horticulture crops are grown. Formed team for data collection and organized orientation program in three revenue divisions of district. Reviews were conducted from time to time to know the progress of baseline survey; appraised the progress to the client.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Name of the Project:</b> Evaluation Study of NSTFDC schemes in Sikkim</li> <li>• <b>Year of the Project:</b> 2011</li> <li>• <b>Location:</b> Sikkim</li> <li>• <b>Client:</b> National Scheduled Tribe Finance and Development Corporation</li> <li>• <b>Position Held in the Project:</b> Project Head</li> <li>• <b>Description of the Project:</b> The Work Involves the evaluation of beneficiaries of SABCCO Sikkim</li> <li>• <b>Roles and responsibilities:</b> Conducted research to know the various schemes for the welfare of scheduled tribe communities in different states. Collected the list of beneficiaries from the client. Based on scheme guidelines,</li> </ul>
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			<p>designed questionnaire to carry out the field survey. Conducted orientation program for the field staff. Prepared field plan and supervised field survey activities in two states. Analysed data and prepared final report.</p> <ul style="list-style-type: none"> <li>• <b>Name:</b> Third Party verification of State Horticulture Mission Project</li> <li>• <b>Year:</b> 2011</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Department of Horticulture, Andhra Pradesh</li> <li>• <b>Position Held:</b> Project Head</li> <li>• <b>Description:</b> The Work Involves the physical verification of gardens, Vermi Compost units and interacting with the farmers on implementation of State Horticulture Mission Project</li> <li>• <b>Roles and responsibilities:</b> Collected the list of beneficiaries who availed State Horticulture Mission scheme in Andhra Pradesh. As per the scheme guidelines and inputs given, designed questionnaire. Formed field team and organised orientation program to explain the data collection methods. Reviewed the progress on the data collection periodically. Monitored data entry analysed data and prepared final reports.</li> </ul>
2010	<p><b>Employing organization:</b> Prajwala – Voluntary Organization, Hyderabad</p> <p><b>Position:</b> Coordinator – ATRC</p> <p><b>Contact:</b> Dr. Sunitha Krishnan Chief Functionary sunitha_2002@yahoo.com</p>	India	Carrying out documentation activities, undertaking monitoring and evaluation activities and take steps for fund raising.
2009 - 2010	<p><b>Employing organization:</b> Centre for management and Social Research (CMSR), Hyderabad</p>	India	<ul style="list-style-type: none"> <li>• <b>Name:</b> Impact of training &amp; capacity building in Andhra Pradesh Community Forest Management Project. (CMSR)</li> </ul>

	<p><b>Position:</b> Research Associate</p> <p><b>Contact:</b> Mr. Phani Bhushan Data Analyst <a href="mailto:mahantiphani@gmail.com">mahantiphani@gmail.com</a> Mobile No: 9246193225</p>	<ul style="list-style-type: none"> <li>• <b>Year:</b> Location: Andhra Pradesh, 2010</li> <li>• <b>Client:</b> Andhra Pradesh Forest Department</li> <li>• <b>Position Held:</b> Research Associate</li> <li>• <b>Description:</b> The Work Involves the interviews and focus group discussions with APCFM stakeholders</li> <li>• <b>Roles and responsibilities:</b> Collected the list of officials who availed the training programs at different levels and interacted with some of officials in Andhra Pradesh. As per the training modules and inputs given, designed questionnaire, formed field team and conducted orientation program to explain the data collection methods. Reviewed the progress on the data collection periodically. Monitored data entry, analysed data and prepared final reports.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Name:</b> Evaluation of Resettlement and Rehabilitation Plan under Andhra Pradesh Community Forest Management Project</li> <li>• <b>Year:</b> 2010</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Andhra Pradesh Forest Department</li> <li>• <b>Position Held:</b> Team Member / Research Associate</li> <li>• <b>Description:</b> Evaluation and Social impact assessment of Resettlement and Rehabilitation Plan under Andhra Pradesh Community Forest Management Project</li> <li>• <b>Roles and responsibilities:</b> Visited the tribal villages to understand the practices of shifting cultivation taken up by the tribal community. Interacted with tribals to find out the reasons. Took up field survey to find out the alternate livelihood source to stop the shifting cultivation. Carried out field</li> </ul>
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		<p>survey in six districts of Andra Pradesh. Carried out data entry and analysis and contributed in report preparation.</p> <ul style="list-style-type: none"> <li>• <b>Name:</b> "Consultancy Services for Base line Socio-economic survey and preparation of "Resettlement and Rehabilitation Action- Plan" for Gare-Pelma Sector III Coal Block.</li> <li>• <b>Year:</b> 2009</li> <li>• <b>Location:</b> Raigarh District, Chhattisgarh State</li> <li>• <b>Client:</b> KSK Mineral Resources Private Limited</li> <li>• <b>Position Held:</b> Research Associate and Project Co-ordinator</li> <li>• <b>Description:</b> Base line Socio-economic survey, Social impact assessment and preparation of "Resettlement and Rehabilitation Action- Plan</li> <li>• <b>Roles and responsibilities:</b> Conducted secondary research conducted to collect the geographic, agriculture, and livelihood information of project affected locations. Carried out baseline studies, socio-economic survey in the project location. Social impact assessment is taken up as per their loss of assets and agricultural lands. Social mapping, resource mapping, seasonal analysis is taken up in all the project affected villages, interacted with villagers and Interviewed and focus group discussions held with project stakeholders. Conducted public consultation with affected people and government officials. Measurements taken up of affected assets of project location. Prepared Resettlement and Rehabilitation Action- Plan and documented the focus group discussions. Provided inputs while preparing the report.</li> <li>• <b>Name:</b> Consultancy Services for Base</li> </ul>
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		<p>line Socio-economic survey and preparation of Resettlement and Rehabilitation Plan 6 x 600 MW Wardha Power Company Private Limited</p> <ul style="list-style-type: none"> <li>• <b>Year:</b> 2009</li> <li>• <b>Location:</b> Akaitara, Janjgir-Champa, Chhattisgarh</li> <li>• <b>Client:</b> KSK Mineral Resources Private Limited</li> <li>• <b>Position Held:</b> Research Associate and Project Co-ordinator</li> <li>• <b>Description:</b> Base line Socio-economic survey, Social impact assessment and preparation of "Resettlement and Rehabilitation Action- Plan</li> <li>• <b>Roles and responsibilities:</b> Conducted secondary research to collect the geographic, agriculture, and livelihood information of project affected locations. Carried out baseline studies, socio-economic survey in the project location. Social impact assessment is taken up as per their loss of assets and agricultural lands. Social mapping, resource mapping, seasonal analysis is taken up in all the project affected villages, interacted with villagers and conducted focus group discussions with project stakeholders. Conducted public consultation with affected people and government officials.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Name:</b> Consultancy Services for Socio-economic Survey and Preparation of RAP for Package Indore Sub-Station.</li> <li>• <b>Year:</b> 2009</li> <li>• <b>Location:</b> Indore, Madhya Pradesh</li> <li>• <b>Client:</b> Power Grid Corporation of India Limited</li> <li>• <b>Position Held:</b> Research Associate and Project Co-ordinator</li> <li>• <b>Description:</b> Base line Socio-</li> </ul>
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State Project Director  
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			<p>economic survey, Social impact assessment and preparation of "Resettlement and Rehabilitation Action- Plan</p> <ul style="list-style-type: none"> <li>• <b>Roles and responsibilities:</b> Secondary research is conducted to collect the geographic, agriculture, and livelihood information of project affected locations. Carried out baseline studies, socio-economic survey in the project location. Social impact assessment is taken up as per their loss of assets and agricultural lands. Social mapping, resource mapping, Seasonal analysis is taken up in all the project affected villages, interacted with villagers and focus group discussions held with project stakeholders. Public consultation is conducted with affected people and government officials. Measurements taken up of affected assets of project location. Prepared Resettlement and Rehabilitation Action Plan.</li> </ul>
2006 - 2007	<p><b>Employing organization:</b> CENPAP Research and Consultancy, Secunderabad</p> <p><b>Position:</b> Project Executive</p> <p><b>Contact:</b> Dr.S.Parthiban Managing Director sp@cenpap.com</p>	India	<ul style="list-style-type: none"> <li>• <b>Name:</b> Third year evaluation of Andhra Pradesh Community Forest management Project</li> <li>• <b>Year:</b> 2007</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Andhra Pradesh Forest Department</li> <li>• <b>Position Held:</b> Team Member/ Project Executive</li> <li>• <b>Description:</b> Evaluation of Andhra Pradesh Community Forest management Project</li> <li>• <b>Roles and responsibilities:</b> Field visit taken up in various key districts to monitor the assets created under Andhra Pradesh Community forest Management Scheme. Prepared plan for field verification in all the districts. Formed field survey team and conducted the orientation program.</li> <li>• <b>Name:</b> Review of implementation of Citizen Charter in various key</li> </ul>

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*A. Sengupta*  
 State Project Director  
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			<p>department of Andhra Pradesh.</p> <ul style="list-style-type: none"> <li>• <b>Year:</b> 2007</li> <li>• <b>Location:</b> Andhra Pradesh</li> <li>• <b>Client:</b> Centre for Good Governance</li> <li>• <b>Position Held:</b> Team Member/ Project Executive</li> <li>• <b>Roles and responsibilities:</b> Desk research is taken up for collecting the information of key departments implementing the Citizen Charter. Interacted with state, district and block level officials. Pre tested and piloted the questionnaires in sample districts. Conducted training programs for field staff for data collection activities. Prepared plan for field visit.</li> </ul>
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**Language Skills:**

S.No	Language	Speaking	Reading	Writing
1	English	Good	Good	Good
2	Hindi	Good	Average	Average
3	Telugu	Good	Good	Good
4	Marathi	Good	Average	Poor
5	Kannada	Good	Average	Poor

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for rapport establishment with the project stakeholders with special focus on conducting capacity building exercises, need assessments, monitoring and evaluation in the implementation arrangements.	The Expert, having studied public policy during his Masters, is well acquainted with issues relating to governance, public services, research and analysis. These will come in handy while implementing and evaluating the ACCSDP. The Expert carried out evaluation studies and baseline surveys for various state and central government. The Expert has taken up capacity building programs for internal and external stakeholders, government officials and beneficiaries of government programmes. The Expert is experienced in monitoring and evaluation of government programs with the help of international funding agencies.

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 GUWAHATI-781001

*A. Sankar*  
 State Project Director,  
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### Training programs, Workshops & Conferences Attended

- Attended the **Livelihood Asia Summit** Organized by **Access Development Services** from 13<sup>th</sup> December 2017 to 15<sup>th</sup> December 2017.
- Attended training program on **Certificate course in Methods and Applications in Social Science Research** organized by **Institute for Social and Economic Change (ISEC)**, Bangalore from 10<sup>th</sup> to 20<sup>th</sup> June 2013.
- Attended training program on **Social Impact Assessment** at **Center for Science and Environment**, New Delhi from 25<sup>th</sup> June 2012 to 27<sup>th</sup> June 2012.
- Attended training program on **Statistical Package on Social Sciences** at JNTU, Hyderabad from 8<sup>th</sup> to 11<sup>th</sup> July 2011.
- Attended workshop titled "Innovation and leadership in social sector" organized by **Centre for Social Initiative and Management** on 08 May 2010.
- Attended training course on **Social Science Research Methodology** conducted by **Council for Social Development**, New Delhi from 10<sup>th</sup> to 22<sup>nd</sup> November 2008.
- Attended a workshop titled "socially Responsible Business", conducted by Indian School of Business, Hyderabad. October 2008.
- Attended a National seminar on Volunteering in Social Sector on 4<sup>th</sup> September 2008 organized by Byrraju Foundation.
- Participated in a Seminar on "Rise of Indian Rupee: National and Global Perspectives" held on 2<sup>nd</sup> & 3<sup>rd</sup> February 2008, at Federation of Andhra Pradesh chambers of Commerce & Industry, Red Hills, Hyderabad.

*Aditya*  
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GUWAHATI-781001

*A. Sankar*


*A. Sankar*  
State Project Director  
ARIAS Society

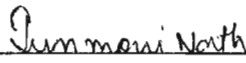
Expert's contact information: Email: shanker.challuri@gmail.com

Mobile: 9848424207

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

  
ShankerChalluri \_\_\_\_\_ 15/01/2019  
Name of Expert Signature Day/month/year  
Date

  
Summani Nath \_\_\_\_\_ 15/01/2019  
Name of authorized Representative of the Consultant Signature Day/month/year  
Date

  
  
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GUWAHATI-781001

  
State Project Director  
ARIAS Society



**FORM TECH-6**  
**(CONTINUED)**  
**CURRICULUM VITAE (CV)**

Position Title and No.	Graphic Designer cum Animator (2)
Name of Expert:	Bijon Kumar Dutta
Date of Birth:	11/09/1990
Country of Citizenship/Residence	India

Education: Diploma in Animation Film Making, "Zee Institute of Creative Arts", Mumbai, India

Proficient with various graphics designing software like Adobe Photoshop, Adobe After Effects, Adobe InDesign, PageMaker, Corel Draw, Flash etc.

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2018	<b>Employing Organization:</b> Mahatma Gandhi University, Meghalaya <b>Position:</b> Graphic Designer <b>Contact:</b> Ayan Bhattacharya Mobile: 08967735489	India	<ul style="list-style-type: none"> <li>Graphic designing for promotion and branding of the University.</li> <li>Designing leaflets, banners, posters, vinyls, logo, magazines, newsletters.</li> <li>Developing advertisements for print and electronic media</li> <li>Developing IEC materials for partner organizations like National Service Scheme and Zulee Foundation</li> </ul>
2017-2018	<b>Employing Organization:</b> Dreamlines, Guwahati <b>Position:</b> Graphics Designer <b>Contact:</b> Kanai Basfor Mobile: 09774834163	India	<ul style="list-style-type: none"> <li>Designing of User Interface &amp; User Experience for mobile platform</li> <li>Conceptualizing and designing advertisements for mobile platforms like Android and iOS</li> </ul>
2016-2017	<b>Employing Organization:</b> Games2win India pvt ltd, Mumbai <b>Position:</b> Graphics Artist <b>Contact:</b> Mr. Arun Mobile: 08655584447	India	<ul style="list-style-type: none"> <li>Designing of mobile game art works and User Interface and User Experience</li> <li>Designing of promotional materials such as TV ads and commercials</li> </ul>
2012-2016	<b>Employing Organization:</b>	India	<ul style="list-style-type: none"> <li>Developing art works for</li> </ul>

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	Blackbambooz Studio, Bangalore Position: 2D Artist Contact: Ramu Chetri Mobile: 08413933285		mobile platforms • Developed designs for a startup programme (Game Founder) held in Estonia, Europe
2010-2011	Employing Organization: Whiteshadow Fx, Mumbai Position: Storyboard Artist Contact: maheshrav@gmail.com	India	• Designing of storyboard for electronic media commercials
2009-2010	Employing Organization: Krayon Pictures, Mumbai Position: Freelance 2D Artist Contact: info@krayonpictures.com	India	• Developing short animation movies and designing of characters

Language Skills (indicate only languages in which you can work):

English, Hindi, Assamese

Adequacy for the Assignment:

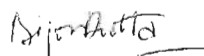
Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media. Should be capable of transforming the message and content in a form acceptable by the stakeholders	Assignments mentioned above

Expert's contact information: Email: bijondutta07@gmail.com Phone: 8399821029

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Bijon Kumar Dutta



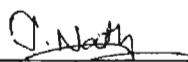
10.01.2019

Name of Expert  
Date

Signature

Day/month/year

Summow Nath



10/01/2019

Name of authorized  
Representative of the Consultant  
Date

Signature

Day/month/year

  
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**FORM TECH-6  
(CONTINUED)  
CURRICULUM VITAE (CV)**

Position Title and No.	Graphic Designer cum Animator (2)
Name of Expert:	Kishore Kumar Das
Date of Birth:	01/03/1984
Country of Citizenship/Residence	India

Education: 3 year professional Diploma Course (Arena Multimedia Specialist Program) on Graphic Design and Animation from Arena Animation Academy, Guwahati

Proficient with various graphics designing software like Adobe Photoshop, Adobe Light room, Adobe After Effects, Illustrator, 3DS MAX, V-Ray, Key Shot, Adobe Premier Pro, Corel Draw, PageMaker, Adobe Audition etc.

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2017-2018	<p><b>Employing Organization:</b> Vantage Circle (Bargain Technologies)</p> <p><b>Position: Motion Graphic Designer &amp; Video Editor</b></p> <p><b>Contact:</b> anjan.pathak@vantagecircle.com</p>	India	<ul style="list-style-type: none"> <li>• Undertake 2D Motion Graphics, video editing and 3D modeling assignments</li> <li>• Responsible for developing 3D animations</li> <li>• Responsible for creating explanatory videos for the company and other national and international companies</li> <li>• Work with the web and app team as User Interface designer</li> <li>• Developing advertisements for electronic media</li> </ul>
2015-2016	<p><b>Employing Organization:</b> Splash Graphics, Guwahati</p> <p><b>Position: Graphic Designer</b></p> <p><b>Contact:</b> splashghy@gmail.com</p>	India	<ul style="list-style-type: none"> <li>• Worked as 3D modeller and graphic designer</li> <li>• Responsible for brand design, logos, posters, flyers, ads, 3D architectural modeling</li> <li>• Designing leaflets, web banners, posters, vinyls, logo, magazines, newsletters</li> </ul>

2014	Employing organization: Singhania Printing Press  Position: Graphic Designer	India	<ul style="list-style-type: none"> <li>• Developed illustrations using Adobe Illustrator</li> <li>• Developed posters, banners, logos etc.</li> <li>• Develop various branding and promotion materials</li> </ul>
2010-2013	Employing Organization: Frontier TV, Maligaon, Guwahati  Position: Motion Graphics Designer	India	<ul style="list-style-type: none"> <li>• Worked as a Motion Graphics Designer, 3D Modeller, 3D animator</li> <li>• Responsible for media graphics such as montage, lower thirds, bumpers, plate designs, intros etc.</li> <li>• Worked with other video editors to resolve technical and/or design issues</li> <li>• Responsible for creating live graphics</li> </ul>
2008-2009	Employing organization: Singhania Printing Press  Position: Graphic Designer	India	<ul style="list-style-type: none"> <li>• Designed and developed IEC materials like posters, banners, logos, other illustrations</li> </ul>

Language Skills (indicate only languages in which you can work):

English, Hindi, Assamese

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media. Should be capable of transforming the message and content in a form acceptable by the stakeholders	Assignments mentioned above

*Kishore Kumar Das (Kishore Kumar Das)*

*Sougar*  
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*AKD*  
 State Project Director  
 ARIAS Society



**Awards & Recognition:**

- EMFA (Electronic Media Forum of Assam) Awards, 2011 – Awarded the best Motion Graphic Designer (Team, Frontier TV) by Sri Tarun Gogoi, the then Honourable Chief Minister, Assam
- Standout performer, 2017 for work on the first video for Vantage Circle
- Make a Difference Award, 2018 for work on a fitness video for Vantage Circle

Expert's contact information: Email: dassraven@gmail.com Phone: 7002523435

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Kishore Kumar Das	<i>Kishore Kr. Das</i>	14/01/2019
Name of Expert	Signature	Day/month/year
Date		

<i>Sumoni Nath</i>	<i>S. Nath</i>	14/01/2019
Name of authorized	Signature	Day/month/year
Representative of the Consultant		
Date		

*Sumoni Nath*  
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GUWAHATI-781001

*S. Nath*  
State Project Director  
ARIAS Society

**FORM TECH-6  
(CONTINUED)  
CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	Script Writer cum Content Manager (3)
<b>Name of Expert:</b>	Rubul Das
<b>Date of Birth:</b>	04/06/1980
<b>Country of Citizenship/Residence</b>	India

**Education:**

- PG Diploma in Mass Communication from Cotton College, Guwahati.
- 10 days International Certificate Course on Health & Human Rights from University of Mumbai

**Trainings attended:**

- 7 days training course on "Capacity Building in Developing State Specific Behaviour Change Communication Strategy" at National Institute of Health & Family Welfare (NIHFW), New Delhi.
- 12 days capacity building workshop for district health management organized by NRHM and RRC (NE) at Guwahati.

**Employment record relevant to the assignment:**

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2017-2018	<b>Employing Organization:</b> National Health Mission, District Health Society, Dhubri <b>Position:</b> District Media Expert <b>Contact:</b> dpm.nhm3.dhubri@gmail.com	India	<ol style="list-style-type: none"> <li>1. Design &amp; content development of various IEC materials like leaflets, pamphlets, handbills, posters, hoardings, banners in English, Assamese &amp; Bengali.</li> <li>2. Develop scripts for street plays in Assamese &amp; Bengali</li> <li>3. Preparation of press releases &amp; organizing press meets or conferences.</li> <li>4. Prepare success stories related to health &amp; hygiene practices in the district.</li> <li>5. Organising meetings, events as well as writing of minutes of the meetings.</li> <li>6. Organising community level awareness meetings on health issues.</li> <li>7. Extensive IPC at village level during field visits.</li> </ol>
2010-2016	<b>Employing Organization:</b> National Health Mission, District	India	<ol style="list-style-type: none"> <li>1. Design &amp; content development of various IEC materials like leaflets,</li> </ol>

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*Signature*  
(Rubul Das)  
10/01/19

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State Project Director  
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	Health Society, Darrang <b>Position:</b> District Media Expert <b>Contact:</b> dpm.nrhm.darrang@gmail.com		<p>pamphlets, handbills, posters, hoardings, banners in English, Assamese &amp; Bengali.</p> <ol style="list-style-type: none"> <li>2. Develop scripts for street plays in Assamese &amp; Bengali</li> <li>3. Preparation of press releases &amp; organizing press meets or conferences.</li> <li>4. Prepare success stories related to health &amp; hygiene practices in the district.</li> <li>5. Organising meetings, events as well as writing of minutes of the meetings.</li> <li>6. Organising community level awareness meetings on health issues.</li> <li>7. Extensive IPC at village level during field visits.</li> </ol>
2008-2010	<b>Employing Organization:</b> National Rural Health Mission, District Health Society, Tinsukia <b>Position:</b> District Media Expert <b>Contact:</b> dpm.nrhm.tinsukia@gmail.com	India	<ol style="list-style-type: none"> <li>1. Design &amp; content development of various IEC materials like leaflets, pamphlets, handbills, posters, hoardings, banners in English, Assamese &amp; Bengali.</li> <li>2. Develop scripts for street plays in Assamese &amp; Bengali</li> <li>3. Preparation of press releases &amp; organizing press meets or conferences.</li> <li>4. Prepare success stories related to health &amp; hygiene practices in the district.</li> <li>5. Organising meetings, events as well as writing of minutes of the meetings.</li> <li>6. Organising community level awareness meetings on health issues.</li> <li>7. Extensive IPC at village level during field visits.</li> </ol>
2007-2008	<b>Employing Organization:</b> National Rural Health Mission, District Health Society, Kokrajhar <b>Position:</b> District Media Expert <b>Contact:</b> dpm.nrhm.kokrajhar@gmail.com	India	<ol style="list-style-type: none"> <li>1. Design &amp; content development of various IEC materials like leaflets, pamphlets, handbills, posters, hoardings, banners in English, Assamese &amp; Bengali.</li> <li>2. Develop scripts for street plays in Assamese &amp; Bengali</li> <li>3. Preparation of press releases &amp; organizing press meets or conferences.</li> <li>4. Prepare success stories related to health &amp; hygiene practices in the district.</li> <li>5. Organising meetings, events as well as writing of minutes of the meetings.</li> <li>6. Organising community level awareness meetings on health issues.</li> <li>7. Extensive IPC at village level during field visits.</li> </ol>
2004-2006	<b>Employing Organization:</b> North East Chambers of	India	<ol style="list-style-type: none"> <li>1. Design &amp; content development of annual reports.</li> </ol>

	Commerce & Industry (NECCI) Position: Public Relations Officer		<ol style="list-style-type: none"> <li>2. Preparation of press releases &amp; organizing press meets or conferences.</li> <li>3. Organising meetings, events as well as writing of minutes of the meetings.</li> <li>4. Establishment of goodwill for the organization among media people &amp; clients.</li> </ol>
2002-2004	<b>Employing Organization:</b> <ul style="list-style-type: none"> <li>• Education Times, Pune (Supplementary editions of Times of India, Pune).</li> <li>• thenortheasttribune.com, Guwahati a news web portal.</li> <li>• www.northeasttribune.com</li> <li>• North East Reporter, Guwahati</li> </ul> <b>Position:</b> Journalist		<ol style="list-style-type: none"> <li>1. Worked as a Journalist for Education Times, thenortheasttribune.com, www.northeasttribune.com and North East Reporter, Guwahati</li> <li>2. Wrote exclusive story on the extinction of the historical rampart of Bir Lachit Borphuckon which appeared on the front page of The Telegraph (Guwahati Edition) subsequently debated on the floor of the State Legislative Assembly.</li> <li>3. Brought out an exclusive story on the www.northeasttribune.com about abuse of the Red Cross Emblem by the health practitioners both Govt. &amp; public. The story had immediate effects with the Director of Health Services, Assam issuing strict orders to concerned authorities to prevent any such misuse.</li> </ol>


**Language Skills (indicate only languages in which you can work):**

English, Hindi, Assamese, Bengali, Bodo

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Develop scripts in English language for the Print & Audio Visual Media Develop scripts in Assamese language for the Print and Audio Visual Media Coordinate with the Team Member/ Translator in translating the developed script to Assamese Language, assist Team Leader in carrying out the assignment, responsible for finalizing all content in desired local language	The Expert has developed content for various IEC materials like leaflets, hoardings, banners, posters, handouts and scripts for street plays etc. in English, Assamese and Bengali during his time at National Health Mission, Assam. The Expert has also worked as a Journalist in various media organizations. The Expert has also documented various activities of National Health Mission and prepared success stories.

  
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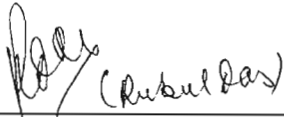
Expert's contact information:

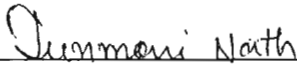
Email: rubuldas1@gmail.com

Phone: 7086792952

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Rubul Das		10/01/19
Name of Expert	Signature	Day/month/year
Date 10/01/19		

		10/11/2019
Name of authorized Representative of the Consultant	Signature	Day/month/year
Date		

  
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State Project Director  
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**FORM TECH-6  
(CONTINUED)  
CURRICULUM VITAE (CV)**

Position Title and No.	Scriptwriter cum Content Manager (3)
Name of Expert:	Minakshi Bujarbaruah
Date of Birth:	22/09/1989
Country of Citizenship/Residence	India

**Education:**

- First Class in M.A. SOCIOLOGY from Jawaharlal Nehru University (JNU), New Delhi.
- M.Phil in Social Sciences from Tata Institute of Social Sciences.
- Currently pursuing PhD from Tata Institute of Social Sciences
- B.A. (Hons.) Sociology from Hindu College, Delhi University.
- H.S. (Arts) from Faculty Higher Secondary School, under CBSE board. Distinction marks in all subjects.
- HSLC from St. Mary's English High School, under SEBA board.

**Employment record relevant to the assignment:**

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
2016-2018	Tata Institute of Social Sciences, Mumbai  -Research Consultant	India	Research Content Creator Devolution Index of the Panchayati Raj Institutions in Assam
	Save The Children  -Consultant	India	Covering the success stories of a Disaster Risk Reduction intervention research study in Dhemaji district. Tracking and documenting the multi stakeholder convergence on tea tribe issues in Assam
	C-NES (Centre for North Eastern Studies), project funded by Heinrich- Böll-Stiftung, Germany  -Consultant Email: bhaswatigoswami@yahoo.co.in	India	Author/Content collator and creator for a project on Assamese Sikhs in Transition: Negotiating Identity

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*Minakshi Bujarbaruah*

*ABD*  
State Project Director  
ARIAS Society

	Shishu Sarothi -Consultant Email: shishusarothi@gmail.com	India	Content Creator and Research Expert on UN SDG project on Disability and women in Conflict zone.
	North East Network Research Consultant Email: nen@northeastnetwork.org	India	Co-Author and data recorder for a five state action research project on female survivors of violence in Shelter Homes. Created content, documented best practices and co-authored a book.
	UNICEF -Consultant	India	Covering Success stories for Sanitation Scribes project for Water, Sanitation and Hygiene issues in conflict zones and tea gardens of Assam and in conflict zones of Assam. Documentation for Early Childhood Education status in the state of Assam, in collaboration with ASER and Pratham Foundation
	Water Aid -Consultant	India	Covering the best practices for Water Aid for WASH in Tea garden and Open Defecation Free campaign, Success Stories as part of the International Convention on Sanitation
	Northeast Action for Integrated Development (NEAID) -Consultant Email: northeastaid@gmail.com	India	Information and Content Manager for a project on whole school transformation in govt and low income private schools of Assam
2014-2015	Women in Governance (WinG), funded by Cord Aid -Research Consultant	India	Documentation Expert for tracing Violence against women in Assam starting in the early 80s. Content writer and research specialist for data recording and reporting cases.
2013-2014	OKD Institute of Social Change and Development, an Indian Council for Social Science Research (ICSSR) Institute -Research Associate Email: dkdsd@yahoo.co.in	India	Headed a project on CSR for M&E and research funded by NEEPCO, for qualitative content creation on the projects running in NE India. Was also part of the Assam state Human Development Index

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			study under UNDP, for qualitative data management and inputs.
2012-2013	Foundation for Social Transformation-enabling NE India  -Program Manager  Email: fstnortheast@gmail.com	India	Content developer for empowerment opportunities and avenues in Conflict States of Assam, Manipur and Nagaland, for a US Consulate project. Preparing content for women's led initiatives and covering the success stories and best practices across the states
2011-2012	Action Aid, Guwahati office, -Consultant	India	Consultancy for content development for Urban Poverty project of Action Aid India
2010-2011	North Eastern Social Research Centre  -Content Developer/ Research Specialist	India	Worked with Social Scientist Dr. Walter Fernandes on a content development and research project on development induced displacement and its impact on women and children in Assam. Developed qualitative content and material for publication purpose

Language Skills (indicate only languages in which you can work):

Language	Read	Write	Speak
Assamese	✓	✓	✓
English	✓	✓	✓
Hindi	✓	✓	✓
Bengali	✓		

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Develop scripts in English language for the print and audio visual media. Develop scripts in Assamese language for the print and audio visual	<ul style="list-style-type: none"> <li>• Prior assignments mentioned above</li> <li>• Editor of "The Forbidden: ek xukia dristanto", the first Queer publication in Assam.</li> <li>• Worked with internationally acclaimed documentary filmmaker Amar Kanwar, for a video installation- "the lightning testimonies", as part of a memory project to address the issue of sexual violence against women, traversing through suppressed histories of violence and</li> </ul>

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 GUWAHATI-781001

*Minakshi Bujarbarua*  
**State Project Director**  
**ARIAS Society**



<p>media. Coordinate with the team member/ translator in translating the developed script to Bengali language, assist Team Leader in carrying out the assignment, responsible for finalizing all content in desired local language.</p>	<p>atrocities towards women during times of conflict.</p> <p><b><u>PUBLICATIONS:</u></b></p> <ul style="list-style-type: none"> <li>• Article titled "Revisiting the Family- An Alternate Paradigm" in Anthropos India: An International Journal of the Science of Man, Society, Economy, Culture and Religion, ISSN: 2394-8396, Vol 2, July-Dec 2016</li> <li>• Paper titled "Ousted from one's land-imposed displacement in an industrialized era: With reference to plight of women and children in Assam", in the International Journal of Advanced Research and Technology, ISSN 2278-7763, Vol 3, March edition.</li> <li>• Published an article in The Citizen, titled "Menstruation becomes a nightmare for women during floods" <a href="http://www.thecitizen.in/NewsDetail.aspx?id=5491">http://www.thecitizen.in/NewsDetail.aspx?id=5491</a></li> <li>• Published an article in The Assam Tribune, title "Women and Safe Spaces" <a href="http://www.assamtribune.com/scripts/showpage.asp?id=Sunday_Reading,1,84,1398,1335,759">http://www.assamtribune.com/scripts/showpage.asp?id=Sunday_Reading,1,84,1398,1335,759</a></li> <li>• Published an article in Huffington Post, titled "What is Assam Thinking as 'Battle of Saraighat' draws to a close", <a href="http://www.huffingtonpost.in/youth-ki-awaaz-/what-is-assam-thinking-a- b_9667828.html">http://www.huffingtonpost.in/youth-ki-awaaz-/what-is-assam-thinking-a- b_9667828.html</a></li> <li>• Published an article in Youth Ki Awaaz, titled "Meet Deka, The BJP MLA from Assam who faced shocking sexism on her electoral victory" <a href="http://www.youthkiawaaz.com/2016/06/angoorlata-deka-fighting-sexism/">http://www.youthkiawaaz.com/2016/06/angoorlata-deka-fighting-sexism/</a></li> </ul>
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**Other highlights of the Expert:**

- Swedish Institute Fellow
- Researcher for Heinrich-Böll-Stiftung Institute, Germany
- Meeting/interaction with US ambassador to India, Nancy Powell, during her first visit to the Northeast in December 2012, to discuss the present socio-economic scenario of the region.
- Fellow for the year 2017-2018 for Young Connectors of the Future 2017-2018 batch conducted in Sweden (Module 1) and Sri Lanka (Module 2).
- Participated in the United Nations Advocacy Training during ILGA Asia 2015 at Taipei, Taiwan.
- Passed with merit in Certificate in Business English Examination organized by University of Cambridge.
- Presented a paper titled "Women, Motherhood and the Body", presented at the Swedish South Asian Studies Network (SASNET), International Conference 2015, at University of Lund, Sweden.
- Selected as a youth delegate to represent India in the South Asian Youth Conference 2017 held in Kabul, Afghanistan
- Participated at the ILGA Asia Conference in Taipei, Taiwan, 2015, "Independent Souls, Independent Bodies"

- Participated at an International Conference "Transformations in South Asia", at the Swedish South Asian Studies Network (SASNET), at University of Lund, Sweden. (2015)
- Participated as a Global Rainbow Leader for a sustainable LGBTQ Conference 2014-2015, first cycle in Sweden followed by second cycle in South Africa, amongst 22 global activists.

**Expert's contact information:**

**Email:** minakshibbaruah@gmail.com

**Phone:** 09864220806

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Minakshi Bujarbaruah

*Minakshi Bujarbaruah*

14/01/2019

Name of Expert  
Date

Signature

Day/month/year

*Summeni Nath*

*S. Nath*

14/01/2019

Name of authorized  
Representative of the Consultant  
Date

Signature

Day/month/year

*S. Dugar*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*A. D.*  
 State Project Director  
 ARIAS Society

**APPENDIX F – TECHNICAL & FINANCIAL PROPOSAL OF THE CONSULTANT**

(Attached Separately)

TO,  
THE STATE PROJECT DIRECTOR,  
ARIAS SOCIETY, PROJECT COORDINATION UNIT,  
AGRICULTURE COMPLEX, KHANAPARA, G.S. ROAD,  
GUWAHATI-781022 (ASSAM, INDIA);


SUBMISSION OF TECHNICAL PROPOSAL FOR CONDUCTING STATE  
WIDE CITIZEN AWARENESS CAMPAIGN / IEC CAMPAIGN TO PUBLICIZE  
PROVISION OF THE ASSAM RTPS ACT.

FROM,  
JOINT VENTURE OF

ARIHANT ADVERTISING AGENCY  
13B, GROUND FLOOR, BEE GEE MARKET, S.R.C.B. ROAD FANCY  
BAZAR GUWAHATI-1 (ASSAM)

AND

NORTH EAST YELLOW PAGES  
191, R.G. BARUAH ROAD GUWAHATI-5 (ASSAM)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society




# LETTER OF ASSOCIATION

Dated 01/09/2017

We are submitting our proposal as a Joint Venture of Arihant Advertising Agency having its registered office at 13B,GROUND FLOOR,BEE GEE MARKET,S.R.C.B.ROAD,FANCY BAZAR,GUWAHATI-1 AND North East Yellow Pages having its registered office at 191,R.G.BARUAH ROAD,GUWAHATI(ASSAM).

That, both the parties mutually agree that Arihant Advertising Agency will be the lead firm of the JV and can sign the proposal and all other documents on behalf of the JV.

However, we request you that all orders and payment may be in the name of North East Yellow Pages if we are awarded the contract.

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

For,Arihant Adverising Agency  
Sital Prasad Bardia,Proprietor

North East Yellow Pages  
  
Authorised Signatory

For, North East Yellow Pages  
Sandip Kumar Dugar ,Partner

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society



**ARIHANT**  
ADVERTISING AGENCY

অৰিহন্ত এডভাৰটাইজিং এজেন্সি  
13 B, Gr. Floor, Bee Gee Market  
S.R.C.B. ROAD, FANCY BAZAR  
GUWAHATI-781 001 (ASSAM)  
Ph: (O) 2643942, 2607494, (R) 2541430  
FAX: 0361-2543418  
Email: arihant02@yahoo.com

## AUTHORISATION LETTER

Dated 10/09/2017

I, Sital Prasad Bardia, Proprietor of Arihant Advertising Agency authorize Mr. Junmoni Nath to sign the technical proposal on behalf of the firm.

This authorization is only for the Selection of Consultants for Conducting State Wide Citizen Awareness Campaign/IEC to publicize provision of the Assam ARTPS Act called upon by ARIAS Society.

Signature of Junmoni Nath  
(Authorized Representative)

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

Signature of Sital Prasad Bardia  
Proprietor,  
Arihant Advertising Agency

DELHI OFFICE: 'ARIHANT' D-164 B, Street No. 6, Laxmi Nagar, Delhi-110 092, Ph: 22410120, 22427325, Fax: 011-22218743

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

State Project Director  
ARIAS Society



**ARIHANT**  
ADVERTISING AGENCY

অৰিহন্ত এডভাৰ্টিং এজেন্সি  
13 B, Gr. Floor, Bee Gee Market  
S.R.C.B. ROAD, FANCY BAZAR  
GUWAHATI-781 001 (ASSAM)  
Ph: (O) 2543942, 2607494, (R) 2541430  
FAX: 0361-2543416  
Email: arihant02@yahoo.com

**FORM TECH-1**  
**TECHNICAL PROPOSAL SUBMISSION FORM**

Dated: 10<sup>th</sup> September 2017,  
Guwahati

To:  
The State Project Director,  
ARIAS Society, Project Coordination Unit,  
Agriculture Complex, Khanapara, G.S. Road,  
Guwahati-781022 (Assam, India);

Dear Sirs:

We, the undersigned, offer to provide the consulting services for "Conducting State wide Information Education & Communication Campaign" in accordance with your Request for Proposals dated 28<sup>th</sup> July 2017 and our Proposal. "We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope".

We are submitting our proposal in Joint Venture of Arihant Advertising Agency having its registered office at 13 B, Ground Floor, Bee Gee Market, S.R.C.B. Road, Fancy Bazar, Guwahati-1 with North East Yellow Pages having registered office at 191, R.G. Baruah Road, Guwahati-781005. Lead Member in the Joint Venture will be Arihant Advertising Agency We have attached a copy of our letter of intent to form a joint venture.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client and/or may be sanctioned by the Bank.
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet, Clause 12.1.
- (c) We have no conflict of interest in accordance with ITC 3.
- (d) We meet the eligibility requirements as stated in ITC 6, and we confirm our understanding of our obligation to abide by the Bank's policy in regard to corrupt and fraudulent practices as per ITC 5.
- (e) We, along with any of our sub-consultants, subcontractors, suppliers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by a member of the World Bank Group or a debarment imposed by the World Bank Group in accordance with the Agreement for Mutual Enforcement of Debarment Decisions between the World Bank and other development banks.

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

DELHI OFFICE: ARIHANT D-164 B, Street No. 6, Laxmi Nagar, Delhi-110 092, Ph: 22410120, 22427325, Fax: 011-22218743

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

State Project Director  
ARIAS Society





**ARIHANT**  
ADVERTISING AGENCY

অৰিহন্ত এডভাৰ্টিজিং এজেন্সি  
13 B, Gr. Floor, Bee Gee Market  
S.R.C.B. ROAD, FANCY BAZAR  
GUWAHATI-781 001 (ASSAM)  
Ph: (O) 2543942, 2607494, (R) 2541430  
FAX: 9351-2543416  
Email: arihan102@yahoo.com

Further, we are not ineligible under the Employer's country laws or official regulations or pursuant to a decision of the United Nations Security Council;

(f) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client.

(g) Except as stated in the Data Sheet, Clause 12.1, we undertake to negotiate a contract on the basis of the proposed Key Experts. We accept that the substitution of Key Experts for reasons other than those stated in ITC Clause 12 and ITC Clause 28.4 may lead to the termination of Contract negotiations.


(h) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated in Clause 30.2 of the Data Sheet.

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781 001

Authorized Signature (In full and initials): Junmoni Nath (J.Nath)

Name and Title of Signatory: JUNMONI NATH, AUTHORISED REPRESENTATIVE

Name of Consultant: ARIHANT ADVERTISING AGENCY

In the capacity of: AUTHORISED REPRESENTATIVE

Address: 13B, GR. FLOOR, BEE GEE MARKET, S.R.C.B ROAD FANCY BAZAR, GUWAHATI - I.

Contact information (phone and e-mail): 9854061750, E-mail- arihan102@gmail.com

DELHI OFFICE: 'ARIHANT' D-164 B, Street No. 6, Laxmi Nagar, Delhi-110 092, Ph: 22410120, 22427325, Fax: 911-22218743

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society





**FORM TECH-2**

**FOR FULL TECHNICAL PROPOSAL**

**CONSULTANT'S ORGANISATION  
AND EXPERIENCE**

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



State Project Director  
ARLAS Society



## ARIHANT ADVERTISING AGENCY

### About Us

- (a) Established in 1989, Arihant Advertising is well knit, integrated advertising house.
- (b) The agency is proud of its strong creative team and its state-of-the-art infrastructure capable of meeting all your communication requirements.
- (c) Our highly resourceful and expert media professionals are capable of giving you a worldwide reach in terms of mileage.
- (d) The agency has also full fledged offices in Guwahati, Silchar, New Delhi, Jaipur & Goa.

### Accreditation

The agency has been accredited with INS since 1995

### Getting to Know the Client

- (a) That's where it all starts, the relationship we establish is based on our close understanding of clients requirement.
- (b) This involves a detailed market research and analysis.
- (c) This analysis helps identify the focus areas for us to seek a direction of communication.
- (d) The communication we evolve are in-fact a clear reflection of their expectations.

### Services we offer

- (a) Print or electronic, advertising we create speak volumes of our creative strength. When combined with an astute media planning, they actually transform into the most effective tools of mass marketing.
- (b) We make sure that the advertising we create brings out our passion for our profession. Every advertisement exemplifies marketing expertise.

### Print & Production

- (a) Maintaining the highest standards in quality printing we offer you the most cost effective solutions for your brochures and other print/production related tools.
- (b) With some of the finest printers on our panel, the brochures we create give that world class appeal that your brand stands for.
- (c) Deadlines are met religiously, even if we have to work overnight.



ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



State Project Director  
ARIAS Society



## **A 360 Degree Marketing Company**

- (a) We are a 360 degree marketing communications agency offering integrated multidiscipline communication design solutions.
- (b) We offer services in brand planning, brand management, advertising, media planning, media buying and public relations.

## **What We Do**

- (a) Creative
- Brand and Communication Consultant
  - Brand Planning and Management
  - Graphic Design
  - Advertising and Communication
  - Retail Design
  - Animation / Walk through
  - Audio Commercials
  - TV's Commercials
  - AV's Commercials
  - Interactive Media
  - Digital
  - Web
- (b) Media Planning and Buying
- Planning above the Line media to meet brand objectives
  - Campaign Planning and Analysis
  - TV - Local Cable, DTH or National
  - Radio
  - Print
  - Digital
  - Outdoor
- (c) Public Relations

## **PR Planning/ Corporate Communication**

Image Consulting  
News Tracking Services  
Issues and Crisis  
Public Affairs  
Corporate Social Responsibility

## **PR Management**

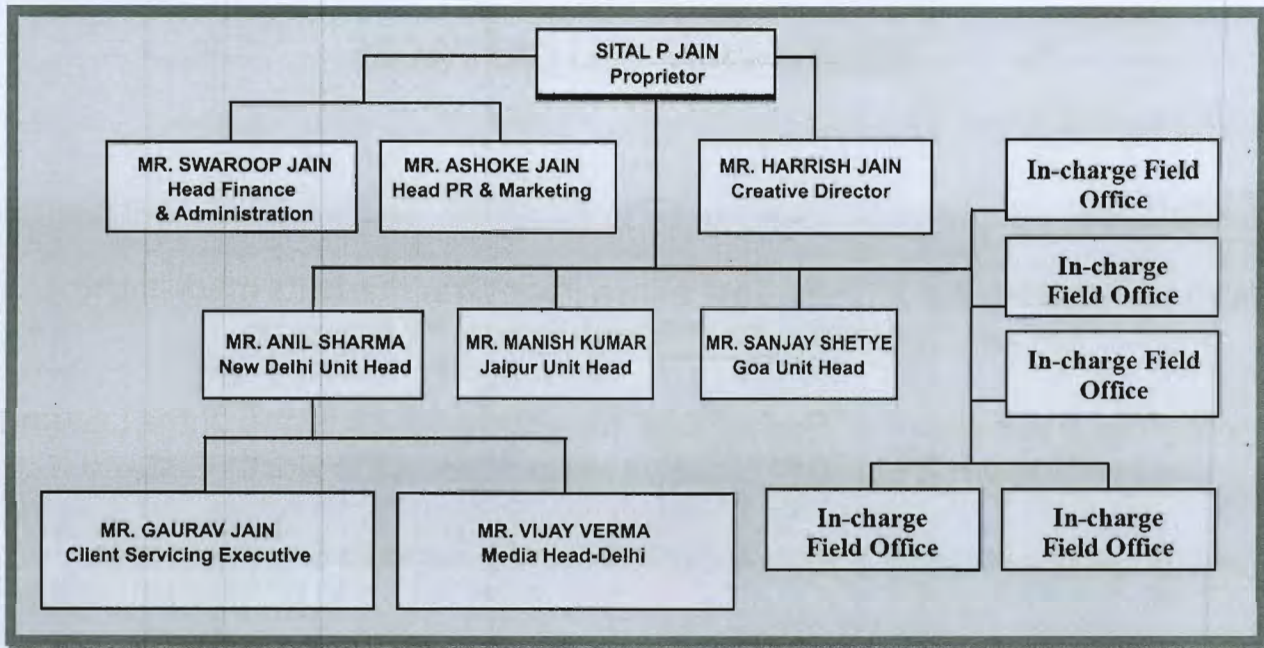
Writing Releases, Advisory Notes, Boiler plates etc.  
Release Dissemination  
Press Conference/ Meets  
One on One Interviews

*C. Dey*  
**ARIHANT ADVERTISING AGENCY**  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

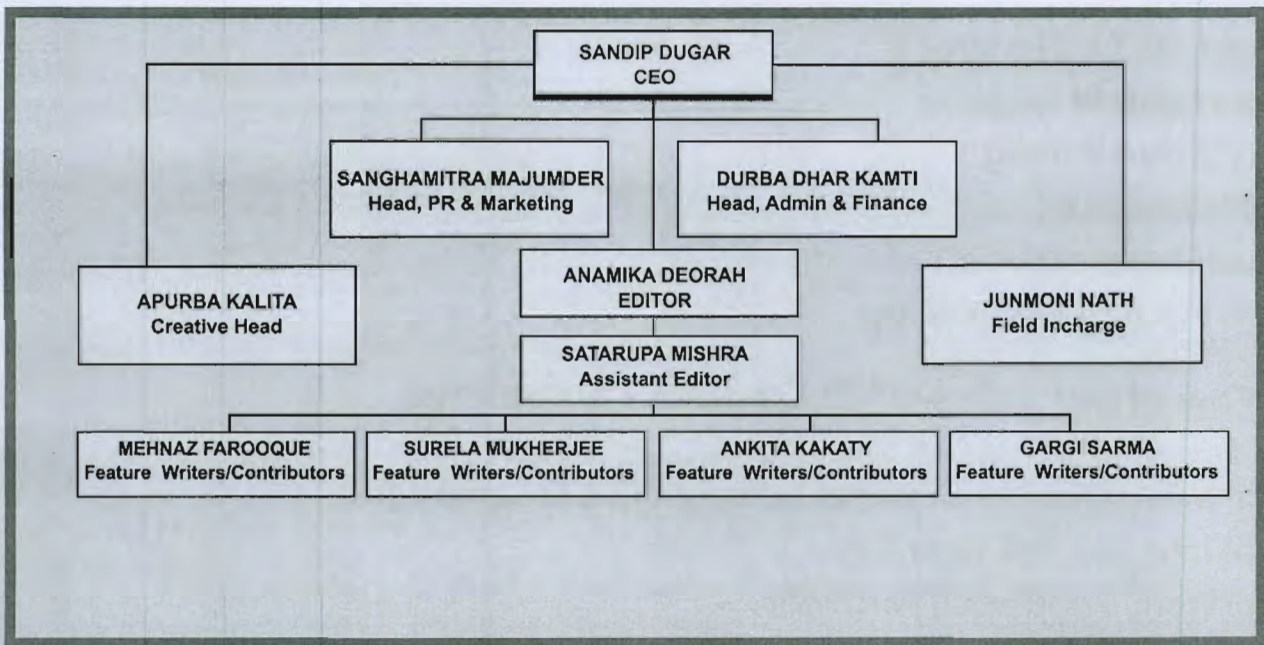
*[Signature]*  
State Project Director  
ARIAS Society



## ORGANIZATION CHART OF ARIHANT ADVERTISING AGENCY



## ORGANIZATION CHART OF NORTH EAST YELLOW PAGES



*Sangay*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUVAHATI-781001

*AKD*  
 Sr. Project Director  
**ARIAS Society**





## NORTH EAST YELLOW PAGES

### About Us

- (a) Established in 2012, North East Yellow Pages has made its mark in the field of Advertising, Publication, Branding and PR Activities.
- (b) We come out with the "Good Times" Magazine, which is one of the Leading General Interest & Lifestyle Monthly Magazines of the North-East.
- (c) Our Creative team is young & dynamic and belong to diverse genres.
- (d) We have been associated with various corporate & Government organisations for their Creative & Designing requirements.

### Services we offer

- (a) Creative Design
- (b) Content Creation
- (c) Script Writing
- (d) Research
- (e) Market Surveys
- (f) Printing & Publishing

### Few of our Successful Creative Campaigns:

- a) Infant Diarrhoea Control Fortnight (IDCF) Campaign
- b) International Yoga Day
- c) World Population Fortnight
- d) Atal Amrit Abhiyan
- e) Chief Minister's Free Diagnostic Services
- f) Tea Garden Mobile Medical Unit
- g) National Deworming Day Campaign

## Consultant's Experience (Arihant Advertising Agency)

Duration	Assignment name/& brief description of main deliverables/outputs	Name of Client & Country of Assignment	Approx. Contract value (in US\$ equivalent)/ Amount paid to your firm	Role on the Assignment
2012-2017	IEC Campaign, Printing Jobs, Events, Print Advertisement Design and Dissemination	North Eastern Electric Power Corporation Limited., Shillong	234,375	Sole Consultant
2012-2017	Brand Promotion, Outdoor Advertising, Print/Electronic Design and Dissemination	Assam Gas Company Ltd., Duliajan	312,500	Sole Consultant
2012-2017	Advertising & Publicity, Design and Release of Advertisements	Numaligarh Refinery Limited., Numaligarh	156,250	Sole Consultant
2012-2017	Advertising & Publicity, Branding & Promotional Activities	Kaziranga University, Jorhat	296,142	Sole Consultant
2012-2017	PR & Advertising	National Institute of Technology Silchar, Silchar	120,312	Sole Consultant
2012-2017	PR & Advertising	National Institute of Technology Nagaland, Dimapur	118,230	Sole Consultant
2012-2017	Product Promotions	Hyundai Motors	894,612	Sole Consultant
2012-2017	IEC Campaign	North East Rural Livelihoods Projects, Guwahati	35,890	Sole Consultant
2012-2017	Advertising & Publicity, Designing, Conceptualization, Printing, Media plans, Release of Advertisements in Print Media	Power Grid Corporation Of India Limited., Shillong	85,120	Sole Consultant
2012-2017	Advertising & Publicity	IOCL-Digboi Refinery., Digboi	50,360	Sole Consultant
2012-2017	Advertising & Publicity, Events, Printing Jobs	Power Finance Corporation Ltd.	-	Sole Consultant



## Consultant's Experience (North East Yellow Pages)

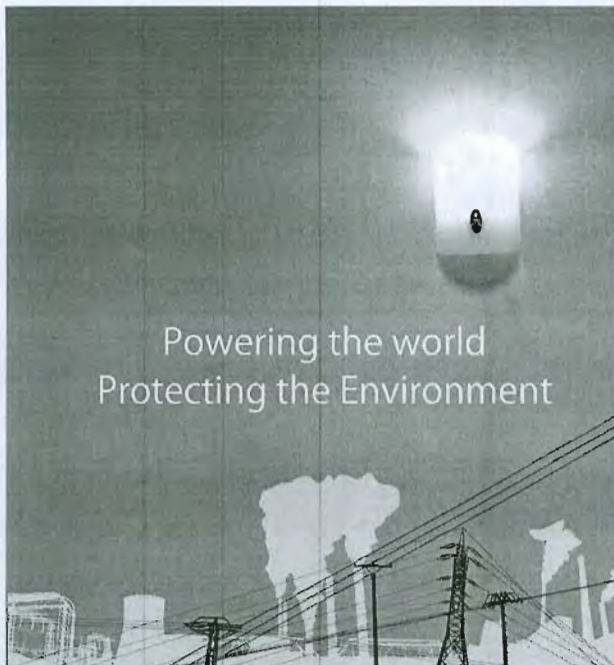
Duration	Assignment name & brief description of main deliverables/outputs	Name of Client & Country of Assignment	Role on the Assignment
2017	<b>IDCF Campaign-</b> Content Creation, Translation and Designing of Newspaper ad, Leaflet in different languages, Poster, Banner, Bag and Badge.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>International Yoga Day-</b> Content Creation, Translation and Designing of Newspaper advertisements.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>Family Planning Campaign-</b> Content Creation, Translation and Designing of Newspaper ad, Leaflet in different languages, Poster, Banner etc.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>Atal Amrit Abhiyan Campaign-</b> Content Creation, Translation and Designing of Newspaper advertisement and Leaflet in different languages.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>National Deworming Day Campaign-</b> Content Creation, Translation and Designing of Newspaper ad, Leaflet in different languages, Poster, Banner, Bag and Badge design etc.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>Chief Minister's Free Diagnostics Services Campaign-</b> Translation and Designing of Newspaper ad, Leaflet in different languages.	<b>National Health Mission, Assam</b>	Sole Consultant
2017	<b>Tea Garden Mobile Medical Unit Campaign-</b> Translation and Designing of Newspaper ad and Leaflets in different languages.	<b>National Health Mission, Assam</b>	Sole Consultant

ARIHANT ADVERTISING AGENCY  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

State Project Director  
 ARIAS Society



# FEW OF OUR CREATIVE WORKS



Powering the world  
Protecting the Environment



NHPC Limited (Formerly known as National Hydroelectric Power Corporation Ltd.), A Govt. of India Enterprise, was incorporated in the year 1975 with an authorised capital of Rs. 2000 million and with an objective to plan, promote and organise an integrated and efficient development of hydroelectric power in all aspects. Later on NHPC expanded its objects to include development of power in all its aspects through conventional and non-conventional sources in India and abroad.

**NEEPCO**  
A MINI RATNA CORPORATION

HYDRO PROJECT  
THERMAL PROJECT  
CONSULTANCY  
RESEARCH & DEVELOPMENT  
CORPORATE SOCIAL RESPONSIBILITIES  
SOLAR POWER / WIND POWER  
BRIDGES / TOWNSHIPS / ROADS  
PFR & DPR PREPARATION

NEEPCO the pioneer in the Power Sector providing almost 60% of the energy requirement of the North Eastern Region of the Country.

**NORTH EASTERN ELECTRIC POWER CORPORATION LTD**  
(A Government of India Enterprise)

Regd. Office: Bookland Compound, Lower New Colony, Shillong 793003, Meghalaya  
PO. Box - 79, ETMBK, 6164 - 222094, 222010, Fax: 6164-2216417, Website: www.neepco.gov.in

POWER FOR PROSPERITY

**“Child Labour is Child Abuse,”**

**STAND STRONG | AGAINST CHILD LABOUR**

A social initiative by:

*Sugay*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*State Project Director*  
ARIAS Society





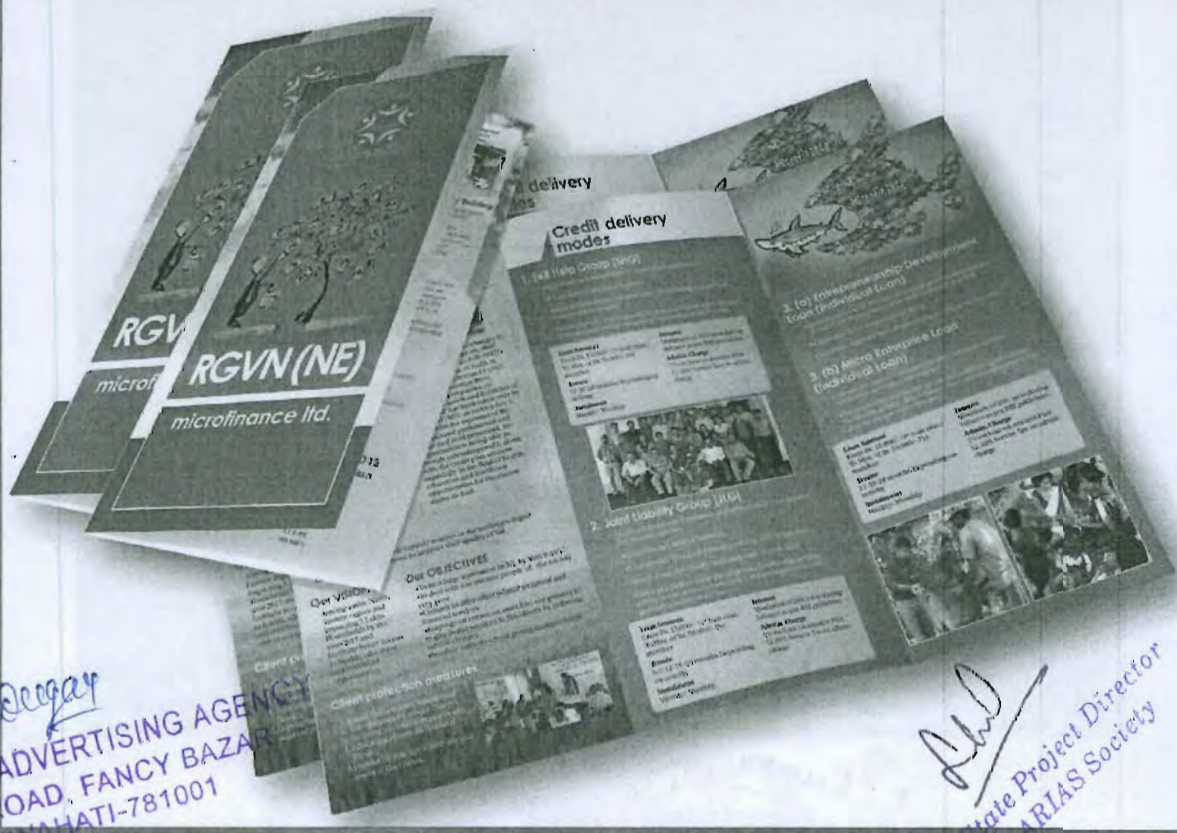
**Link Your Aadhaar Number with EPIC Number**  
**For PEC Location - Contact BDO/SDM Office**



1. The Election commission of India has announced linking of Aadhaar Number with Electoral Photo Identity Card (EPIC) or Voter ID Card.
2. If you have received Aadhaar letter, then kindly link your Aadhaar Number with Electoral Photo Identity Card (EPIC) or Voter ID Card at the earliest.
3. If you have not enrolled for Aadhaar, then rush to nearby Permanent Enrolment Centre (PEC) which facilitates residents to get enrolled for Aadhaar. Enrolment is free of cost.
4. If you have already enrolled for Aadhaar then kindly check the status of your Aadhaar number generation by logging into <https://resident.uidai.net.in/check-aadhaar-status>.
5. If Aadhaar number is generated, download E-Aadhaar from <https://eaadhaar.uidai.gov.in>. E-Aadhaar is digitally signed and valid.
6. The copy of E-Aadhaar will facilitate you to link your Aadhaar Number with Electoral Photo Identity Card (EPIC) or Voter ID Card. If status is shown as rejected, please re-enrol in the nearest PEC.
7. Your Aadhaar letter will be delivered on given address by Post.
8. UIDAI facilitates residents to Update/ correct the information (Name, Address, Date of Birth, Gender & Mobile Number) by making an update request through Post or online. For more information, kindly visit <https://resident.uidai.net.in/> and then click on the option Update Data.

For any query on Aadhaar please call our toll free No. 1800-300-1947

Our official website - [www.uidai.gov.in](http://www.uidai.gov.in)



*Ad Agency*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*Signature*  
**State Project Director**  
**ARIAS Society**



life cycle of a smoker

**STAGE ONE - FIRST FEW DRAGS**  
Relatively harmless. The tar & nicotine is absorbed by saliva and eliminated as the smoker breathes through the cigarette.

**STAGE TWO - AFTER THREE OR FOUR LONG PUFFS OF SMOKE**  
Disease takes inside your lungs, starts to get irritated by the particles of nicotine & other chemicals.

**STAGE THREE - SMOKING ON REGULAR BASIS**  
As you smoke more, cells inside your lungs, start to get coated with an oily tar, causing them to produce a thick, changing phlegm. This mixture of tar & phlegm, now infected, begins to trap deep inside your lungs, where it clogs & festers.

**STAGE FOUR - HEAVY SMOKING**  
Smoker inhales a lot densely saturated with nicotine & chemicals, that irritates your lungs with more rapid rate. It causes more irritation to the cells & produces more phlegm than the other 3 stages put together.

**STAGE FIVE - SINCERELY HOPEFUL QUIT SMOKING TODAY!**



World Health Organization  
Department for Tobacco Use



Ministry of Health  
Government of India



Life. Smoked by a Smoke. Quit today!



World Health Organization  
Department for Tobacco Use




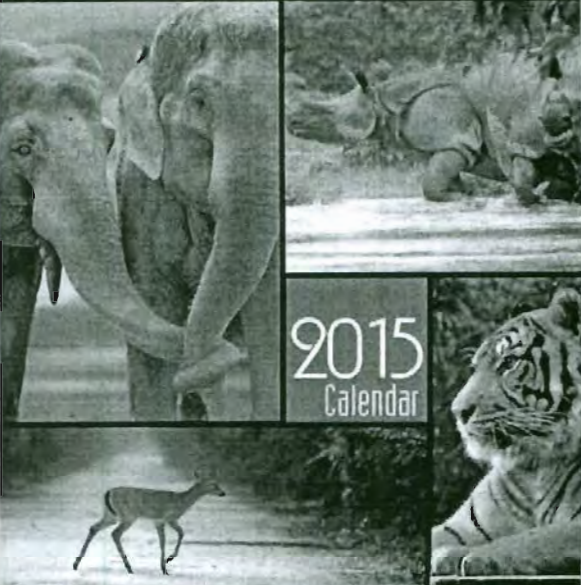
Ministry of Health  
Government of India

*Sareguy*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Shil*  
State Project Director  
ARIAS Society



 **Assam Tourism Development Corporation Ltd.**



**2015 Calendar**

Assam Tourism Development Corporation Ltd.  
 44, Park Road, Assam Pradesh Bazaar  
 A.A. Road Road, P.O. Box- Guwahati 781005, Assam, India  
 Phone: +91 361 2510011  
 Fax: +91 361 2710000  
 Website: www.assamtourism.com / eassam@assamtourism.com  
 Email: eassam@assamtourism.com / eassam@assamtourism.com

**ASSAM TOURISM**



**2015**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**JANUARY**

JANUARY HOLIDAY LIST: 1st Jan New Year, 14th & 15th Jan Maha Shiva, 26th Jan Republic Day

**Assam Tourism Development Corporation Ltd.**



**RETROSPECT**  
**CH-YI CLEAN GUWAHATI AWARDS CEREMONY**  
 & Nominating 2015 Cleanliness Awards

*State Project Director*  
**ARIAS Society**

*Adagay*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001



# INTENSIFIED DIARRHOEA CONTROL FORTNIGHT AWARENESS CAMPAIGN

**Wash your hands with soap. Keep your hands clean.**  
Right Method to wash your hands

Let's save our children from diarrhoea  
Give ORS and Zinc for 14 days  
Ensure child's protection

**ORS**  
Give ORS until diarrhoea stops to maintain water and mineral level of the body.

**ZINC**  
Give one Zinc tablet per day continuously for 14 days even if diarrhoea stops.

**ORS + ZINC = Healthy Child + Happy Child**

Zinc childhood death due to diarrhoea

**How will you know whether your child is suffering from diarrhoea?**  
Diarrhoea leads to loss of fluid in body causing dehydration.

**Quantity of ORS to be given to the child of different ages**

**The advantage of taking ORS**

**How to prepare ORS**

**Benefits of Zinc**

**Amount of Zinc to be given to the child of different ages**

**One Zinc tablet everyday for 14 days**

**LEAFLET  
(ENGLISH)**

হাতৰে ধোৱা কৰিব  
হাত শুষ্ক কৰিব

সহোদৰ শিশুৰ ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব  
আমাৰ শিশুৰ ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব  
আমাৰ শিশুৰ ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব

অ' আৰ এছ  
জিংক বডি

অ' আৰ এছ  
জিংক বডি

অ' আৰ এছ  
জিংক বডি

অ' আৰ এছ  
জিংক বডি

অ' আৰ এছ  
জিংক বডি

**LEAFLET  
(ASSAMESE)**

**Protect your child from diarrhoea**

INTENSIFIED DIARRHOEA CONTROL FORTNIGHT  
12<sup>th</sup> - 24<sup>th</sup> JUNE 2017

**ORS**  
Give ORS until diarrhoea stops to maintain water and mineral level of the body

**ZINC**  
Give one Zinc tablet per day continuously for 14 days (even if diarrhoea stops)

**BANNER  
(ENGLISH)**

**BANNER  
(ASSAMESE)**

আপোনাৰ শিশুটিক ডায়েৰীয়াৰ পৰা ৰক্ষা কৰক

বিশ্ব ডায়েৰীয়া নিৰ্মূল্য প্ৰকল্প  
১২-২৪ জুন ২০১৭

**অ' আৰ এছ**  
ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব  
হাত শুষ্ক কৰিব  
পানী পৰিষ্কাৰ কৰিব

**জিংক বডি**  
ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব  
ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব  
ডায়েৰীয়াৰ পৰা ৰক্ষা কৰিব

*Signature*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Signature*  
State Project Director  
ARIAS Society



# INTENSIFIED DIARRHOEA CONTROL FORTNIGHT AWARENESS CAMPAIGN

**Protect your child from diarrhoea**

**Intensified Diarrhoea Control Fortnight**  
12<sup>th</sup> - 24<sup>th</sup> June, 2017

**Best ways for protection from diarrhoea**

**ORS**  
Give ORS until diarrhoea stops to maintain water and mineral level balance in the body.

**ZINC**  
Give one Zinc tablet per day continuously for 14 days (even if diarrhoea stops).

**6 steps to wash your hands**

**Use Sanitary Toilets**

**Healthy food habits/clean drinking water protects the child from diarrhoea. Boil the water first before drinking.**

Along with ORS and Zinc tablets give liquid and semi-solid food to your child.  
Breastfeeding should be continued if the child is on mother's milk.

For ORS and Zinc tablets, contact ASHA, A.N.M., Anganwadi Workers.

**আপোনাৰ শিশুটিক ডায়েৰীয়া পৰা ৰক্ষা কৰক**

**বিশেষ ডায়েৰীয়া নিয়ন্ত্ৰণ পৰ্যক**  
১২-২৪ জুন ২০১৭

**ডায়েৰীয়াৰ পৰা ৰক্ষা পোৱাৰ উপায়**

আ' আৰ এছ ডায়েৰীয়া বন্ধ কোৱাৰলৈকে পুৰণিক খাবোৰে বন্ধ কৰি আঁক পনিজ লবনৰ পৰিমাণ কমি নাযায়।

ডায়েৰীয়া ২৪ ঘণ্টাতে আঁক ডায়েৰীয়া বন্ধ হোৱাৰ পিছতো ১৪ দিনলৈকে পুৰণিটো মিহিকৈ ৰখক।

হাত ধোৱাৰ ৬টা নিয়মসমূহ মানি চলক।

স্বাস্থ্যসেৱাৰ অংগনৱাৰ ব্যৱস্থা গ্ৰহণ কৰক।

পৰিষ্কাৰ কৰাৰাম - পৰিষ্কাৰ হোৱাৰপৰিচৈ পিতৃকি বিকোৱাৰে পোৰ পৰা সুৰক্ষিত কৰে। কোৱাৰলৈ উভতি গৈ ৰখি কোৱাৰলৈ উঠিব।

আ' আৰ এছ আঁক ডিকে ৰখি সেৱনৰ লগতে পনীয়া খাদ্য পিতৃক সত্বে পুৰাই খাবিব লাগে।

ব্ৰুস্তপান কৰি থকা পিতৃক সাহায্যিকৰাৰে ব্ৰুস্তপান কৰাই ৰখিব।

For ORS and Zinc tablets, contact ASHA, A.N.M., Anganwadi Workers.

**Newspaper AD (English)**

**Newspaper AD (Assamese)**

**Protect your child from diarrhoea**

**Ensure Zero Death**

**INTENSIFIED DIARRHOEA CONTROL FORTNIGHT**  
12<sup>th</sup> - 24<sup>th</sup> JUNE 2017

**Best ways for protection from diarrhoea**

**6 steps to wash your hands**

**Use sanitary toilets.**

**Healthy food habits/clean drinking water protects the child from diarrhoea.**

**ORS**  
Give ORS until diarrhoea stops to maintain water and mineral level of the body.

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**আপোনাৰ শিশুটিক ডায়েৰীয়াৰ পৰা ৰক্ষা কৰক**

**বিশেষ ডায়েৰীয়া নিয়ন্ত্ৰণ পৰ্যক**  
১২-২৪ জুন ২০১৭

**ডায়েৰীয়াৰ পৰা ৰক্ষা পোৱাৰ উপায়**

আ' আৰ এছ ডায়েৰীয়া বন্ধ কোৱাৰলৈকে পুৰণিক খাবোৰে বন্ধ কৰি আঁক পনিজ লবনৰ পৰিমাণ কমি নাযায়।

ডায়েৰীয়া ২৪ ঘণ্টাতে আঁক ডায়েৰীয়া বন্ধ হোৱাৰ পিছতো ১৪ দিনলৈকে পুৰণিটো মিহিকৈ ৰখক।

হাত ধোৱাৰ ৬টা নিয়মসমূহ মানি চলক।

স্বাস্থ্যসেৱাৰ অংগনৱাৰ ব্যৱস্থা গ্ৰহণ কৰক।

পৰিষ্কাৰ কৰাৰাম - পৰিষ্কাৰ হোৱাৰপৰিচৈ পিতৃকি বিকোৱাৰে পোৰ পৰা সুৰক্ষিত কৰে। কোৱাৰলৈ উভতি গৈ ৰখি কোৱাৰলৈ উঠিব।

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ব্ৰুস্তপান কৰি থকা পিতৃক সাহায্যিকৰাৰে ব্ৰুস্তপান কৰাই ৰখিব।

For ORS and Zinc tablets, contact ASHA, A.N.M., Anganwadi Workers.

**POSTER (English)**


**POSTER (Assamese)**

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

Society




# INTERNATIONAL YOGA DAY PRINT MEDIA CAMPAIGN




**3<sup>rd</sup> INTERNATIONAL DAY OF YOGA**  
21<sup>st</sup> JUNE 2017


5 days to go




**Ardhahalasana**



**Benefits:**  
This asana is beneficial for dyspepsia and constipation. The practice of this asana is useful for diabetic, piles and throat related disorders.



National Health Mission, Assam



## Newspaper Strip Ad. (English)



**৩য় আন্তঃৰাষ্ট্ৰীয় যোগ দিৱস**  
২১ জুন ২০১৭

আৰু মাত্ৰ ৫ দিন



**অৰ্ধহলাসন**




**উপকৰিতাঃ**  
এই আসন অভ্যাস কৰিলে অজীৰ্ণ আৰু কোষ্ঠকাঠিন্য দূৰ কৰে। মধুমেহ ৰোগ, অৰ্শৰোগ আৰু ভিট্ৰি ৰোগত বিশেষ ফল দিয়ে।



National Health Mission, Assam



## Newspaper Strip Ad. (Assamese)




**3<sup>rd</sup> INTERNATIONAL DAY OF YOGA**  
21<sup>st</sup> JUNE 2017

1 day to go




**Vajrasana (Thunderbolt Posture)**



**Benefits:**  
• This asana is good for digestion.  
• This asana strengthens thigh and calf muscles.  
• It provides firm base to the spine and keeps the spine erect.


**Limitations:**  
Person suffering from piles, pain in the knee & ankle joints and in case of prolapsed disc and also after operation in lumbar spine, this asana is restricted for practice.



National Health Mission, Assam




## Newspaper Strip Ad. (English)

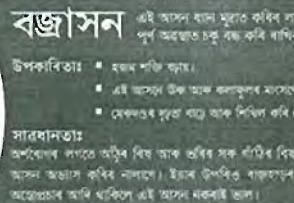


**৩য় আন্তঃৰাষ্ট্ৰীয় যোগ দিৱস**  
২১ জুন ২০১৭

আৰু মাত্ৰ ১ দিন




**বজ্ৰাসন**




**উপকৰিতাঃ**  
• হজম শক্তি বৃদ্ধি।  
• এই আসনে উষ্ণ আৰু কঠিনতাৰ মাজেৰে শিথল কৰে।  
• স্নেহকৃত হাড়ত ব্যথা আৰু পিঠিৰ ব্যথা হ্ৰাস কৰে।

**সীমাবদ্ধতাঃ**  
অপকোষৰ লগতে অস্থি বিচল আৰু অস্থিৰ সৰু-বৰ্তীৰ বিচল বা ফিৰা অঘাতত ব্যক্তিক এই আসন অভ্যাস কৰিব নোৱাৰে। ইয়াৰ উপৰিও পাকস্থলীৰ অলি অঙ্গৰে ফিৰা অঘাত বা অস্ত্রোপচাৰে প্ৰতি ব্যক্তিক এই আসন মৰুৱাই দিব।



ৰাষ্ট্ৰীয় স্বাস্থ্য অভিযান, অসম



## Newspaper Strip Ad. (Assamese)



**3<sup>rd</sup> INTERNATIONAL YOGA DAY**  
21<sup>st</sup> JUNE 2017

8 DAYS TO GO

**LEARN A YOGASANA**

YOGA FOR NEURO MUSCULAR COORDINATION

**VAKRASANA**  
THE SPINAL TWIST POSTURE

- Bend the right leg and place the right foot beside the left knee.
- As you exhale, twist the body to the right.
- Bring the left arm around the right knee and clasp the right big toe or place the palm beside the right foot.
- Take the right arm back and keep the palm on the ground with the back straight.
- Remain in the same posture for 10-30 seconds with normal breathing and relax.
- Take out your hands and feet with exhalation and relax.
- Repeat the same on the other side.

**How do you benefit**

- Increases flexibility of the spine
- Helps us to overcome constipation, dyspepsia
- Stimulates pancreas and helps in the management of diabetes





**৩য় আন্তঃৰাষ্ট্ৰীয় যোগ দিৱস**  
২১ জুন ২০১৭

যোগাভ্যাস গঢ়ি তোলা আহক।

স্বাস্থ্য পেশীৰ সমন্বয়ৰ বাবে যোগাসন

**বক্রাসন**  
মেরুদণ্ড ঘূৰ্ণন অঙ্গনিয়াম

- পৌষ্টিকতা বৃদ্ধি কৰাৰ বাবে পৌষ্টিক প্ৰত্যাহাৰ হিচাপে ব্যৱহাৰ কৰিব।
- শাৰীৰিক বিকৃতিৰে পৰিষ্কাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- শ্বশুৰীৰ পৌষ্টিকতা বৃদ্ধি কৰিবলৈ আৰু পৌষ্টিক প্ৰত্যাহাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- পিঠিৰ পিঠিৰে ব্যৱহাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- ক্ৰমে ক্ৰমে ১০-৩০ ছেকেণ্ডলৈ শাৰীৰিক প্ৰত্যাহাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- হাত আৰু পাৰ্শ্বৰে ব্যৱহাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- একে ক্ৰমে হাত আৰু পাৰ্শ্বৰে ব্যৱহাৰ কৰিবলৈ ব্যৱহাৰ কৰিব।
- একে ক্ৰমে এই প্ৰক্ৰিয়া বিকৃত কৰিব।

**আপুনি কিম্বাৰ উপকৃত হয়?**

- স্নেহকৃত বন্ধনীৰ প্ৰতি প্ৰতি
- পৌষ্টিকতা বৃদ্ধি কৰিবলৈ ব্যৱহাৰ কৰিব।
- শাৰীৰিক প্ৰতিহতা বৃদ্ধি কৰিবলৈ ব্যৱহাৰ কৰিব।





National Health Mission, Assam



Quarter Page Ad. (English)

Quarter Page Ad. (Assamese)

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

State Project Director  
ARIAS Society



# WORLD POPULATION FORTNIGHT IEC CAMPAIGN

**সুখী পরিবারের সমিধানসমূহ :**

একটি পরিবারটি যদি সুখেরে ভরপুর রাখতে চায় তাহলে জন্মনিয়ন্ত্রণের ব্যবস্থা গ্রহণ করা উচিত।

একজন পুষ্টিগতভাবে সুস্থ শিশু জন্ম দিতে এবং তার সুস্থ বয়সে পড়াশোনা করতে সাহায্য করে।

**জন্ম নিয়ন্ত্রণের সহজ উপায়:**

- ছোট পরিবার (১-২ জন সন্তান)
- সুস্থ শিশু জন্ম (১০০% স্বাস্থ্যসেবা)
- পুষ্টিগতভাবে সুস্থ শিশু জন্ম (১০০% স্বাস্থ্যসেবা)

**আমি সুখী**

সুখী পরিবারের সমিধানসমূহ

এই সুখী পরিবারের সন্তান

**অস্থায়ী জন্ম নিয়ন্ত্রণ পদ্ধতি**

সুখী পরিবারের সমিধানসমূহ

এই সুখী পরিবারের সন্তান

**স্থায়ী পদ্ধতি**

এই সুখী পরিবারের সন্তান

**সঠিক বয়সে বিয়া হ'লে কি লাভ হয় :**

সুখী পরিবারের সমিধানসমূহ

এই সুখী পরিবারের সন্তান

Leaflet (Outside)Leaflet (Inside)

**How to be Happy?**

Only one fortnight yearly... but to learn many

**We are happy**

Let's build a foundation of happiness

**Strip Ad. (English)**

**Strip Ad. (Assamese)**

**সুখী হ'ম কেনেকৈ?**

ছয়বছৰটো মাত্ৰ এপমেক, জ্ঞান কিন্তু অনেক

**আমি সুখী**

সুখৰ আধাৰাশিলা নিৰ্মাণ কৰো আহক

**How to be happy?**

**Foundation of our happiness**

- Small Family
- Good health of mother and children
- Good education for children
- Higher population control
- Improved financial status

**Temporary birth control methods**

Condoms, Birth-control pills, IUCD, PPIUCD

**Adopt birth control methods for a happy family**

Contraceptive pills and condoms are available with ASMA of your village

Contact ASMA / ASIA for PPIUCD / IUCD / Sterilization services

**Permanent methods**

Non-surgical sterilization of men (V.S.W.)

Rs. 2000 for beneficiaries, Rs. 900 for encouragers

Sterilization of women (I.S. Mucchi, PPS)

Rs. 1400 for beneficiaries, Rs. 200 for encouragers

**Delay the first child. Space the second for 3 years. Stop the third.**

**সুখী হ'ম কেনেকৈ?**

**আমাৰ সুখৰ আধাৰ**

- সৰু পৰিবার
- সুস্থ মাতৃ-শিশু
- সুস্থ পু-শিশু
- শিশুৰ উন্নত মানৰ শিক্ষা
- শিশুৰ স্বাস্থ্য
- উন্নত আৰ্থিক স্থিতি

**অস্থায়ী জন্ম নিয়ন্ত্ৰণ পদ্ধতি**

সুখী পদ্ধতি

এটা সুখী পৰিবারৰ বাবে জন্ম নিয়ন্ত্ৰণ পদ্ধতিসমূহ গ্ৰহণ কৰক

Contraceptive pills and condoms are available with ASMA of your village

Contact ASMA / ASIA for PPIUCD / IUCD / Sterilization services

**Permanent methods**

Non-surgical sterilization of men (V.S.W.)

Rs. 2000 for beneficiaries, Rs. 900 for encouragers

Sterilization of women (I.S. Mucchi, PPS)

Rs. 1400 for beneficiaries, Rs. 200 for encouragers

**সুখী হব কিভাবে?**

**আমাৰ সুখৰ ভিত্তি**

- সৰু পৰিবার
- সুস্থ মাতৃ-শিশু
- সুস্থ পু-শিশু
- শিশুৰ উন্নত মানৰ শিক্ষা
- শিশুৰ স্বাস্থ্য
- উন্নত আৰ্থিক স্থিতি

**অস্থায়ী জন্ম নিয়ন্ত্ৰণ পদ্ধতি**

সুখী পদ্ধতি

একটি সুখী পৰিবারৰ জন্ম নিয়ন্ত্ৰণ পদ্ধতি গ্ৰহণ কৰক

Contraceptive pills and condoms are available with ASMA of your village

Contact ASMA / ASIA for PPIUCD / IUCD / Sterilization services

**Permanent methods**

Non-surgical sterilization of men (V.S.W.)

Rs. 2000 for beneficiaries, Rs. 900 for encouragers

Sterilization of women (I.S. Mucchi, PPS)

Rs. 1400 for beneficiaries, Rs. 200 for encouragers

Poster (English)Poster (Assamese)Poster (Bengali)

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## List of Few Clients That We Have Served

- Assam Gas Company Ltd., Duliajan
- IOCL-Guwahati Refinery., Noonmati, Guwahati
- Numaligarh Refinery Limited., Numaligarh
- IOCL-Digboi Refinery., Digboi
- Tezpur University, Tezpur
- Nagaland University, Lumami
- Central Agricultural University, Imphal
- BSNL, OFC(P), NETF, Silchar
- Hindustan Paper Corporation Limited, CPM, Panchgram
- Mizoram University, Aizawl
- Manipur University, Imphal
- Indian Institute of Technology Guwahati
- National Institute of Technology Silchar, Silchar
- National Institute of Technology Meghalaya, Shillong
- National Institute of Technology Nagaland, Dimapur
- National Law University And Judicial Academy, Assam
- North East Rural Livelihoods Projects, Guwahati
- LGB Regional Institute of Mental Health, Tezpur
- CPWD Guwahati Electrical Division No.I, Guwahati-21
- CPWD Guwahati Electrical Division No.II, Guwahati-15
- North Eastern Electric Power Corporation Limited., Shillong
- Unique Identification Authority of India, Guwahati
- Power Grid Corporation Of India Limited., Shillong
- DNP Limited, Duliajan
- GVK Emergency Management and Research Institute, Guwahati.
- Kaziranga University
- Hyundai Motors

  
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## **FORM TECH-3** **(FOR FULL TECHNICAL PROPOSAL)**

COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE, COUNTERPART STAFF, AND FACILITIES TO BE PROVIDED BY THE CLIENT

### **A – On the Terms of Reference**

It is evident that a lot of effort has been put in to frame the “Terms of Reference”. It is indeed very exhaustive and gives a clear indication of the activities to be undertaken. Although we would like to point out that the Financial Proposal would differ on the grounds of selection of Media Platform for the IEC Campaign. The request for proposals are rightly called under the QCBS method, as we believe instead of targeting for the lowest cost, the target should be to utilize the entire available budget for maximum promotion. Since a good number of population in Assam belongs to Tea Garden Community, hence we suggest a special plan should be designed for Tea Garden Community and their language i.e. Sadri.

### **B – On the Counterpart Staff & Facilities**

We would require your strong support to make this IEC Campaign a Success. The success of this campaign would be resented by the Government Machinery as it would require them to come out of their comfort zones and be answerable to the public for timely delivery of service. To counter this, we would like the Chief Minister to be the face of the campaign. Additionally, for the first year, we would like to conduct fortnightly meetings at your office to discuss the progress /hindrances / bottle necks regarding the project. We understand that a baseline survey is also being conducted for the Monitoring and Evaluation of the ACCSDP. It would be beneficial if the data (and any other data/reports which you feel would be useful) could be shared with us for better implementation of the IEC Campaign. We request that some kind of identity card may be issued to the selected consultant’s key and non-key experts for their easy accessibility to the government departments and the beneficiaries.

*C. Saigay*  
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*[Signature]*  
Project Director  
[Organization Name]



**FORM TECH-4  
(FOR FULL TECHNICAL PROPOSAL)**

**TECHNICAL APPROACH AND METHODOLOGY**


**CONNECTING PEOPLE  
AND  
GOVERNMENT**



*S. Deegar*  
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*A. D.*  
State Project Director  
ARIAS Society





Government of Assam has enacted the **Assam Right to Public Services (ARTPS) Act** and Rules in 2012, with several citizen centric features. The act has the following key features

**Clearly defined services that will be specifically notified by the GoA (Government of Assam)**

**Specific time limit for Service Delivery.**

**A Designated Government Officer who will be held responsible for the service delivery.**

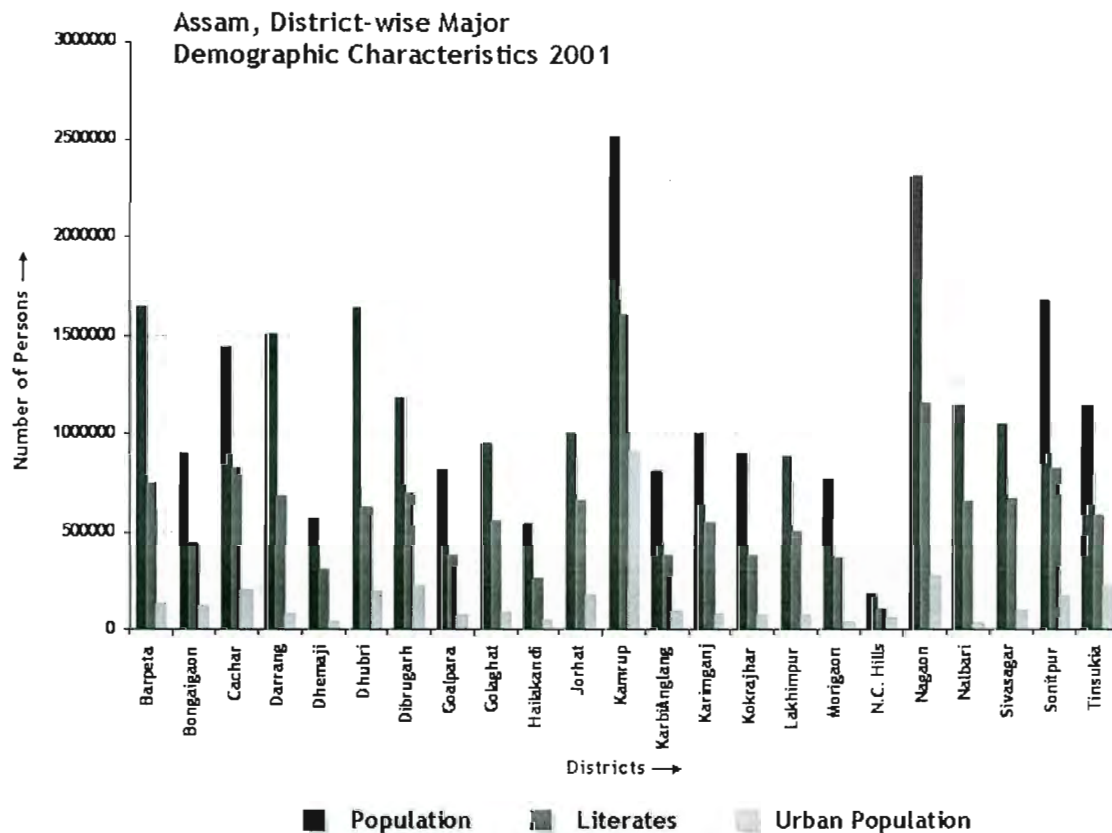
**A grievance redressal mechanism in the event of failure to comply with the timely delivery of service.**

**A scheme for penalty in the event of proven failure on the part of the Designated Officer.**

The World Bank is supporting the CCSD Project (Citizen Centric Service Delivery), initiated by the Government of Assam (GoA), to provide improved access to public services to all citizens of Assam, with a special focus on citizens living in backward districts, and citizens from vulnerable groups. The Assam Rural Infrastructure and Agricultural Services Society (ARIASS), an autonomous body of the GoA, has been assigned for project implementation and compliance with procurement and related processes of the World Bank. The key development objective of the CCSD project of GoA is to ensure citizens' access to public services in a timely, efficient, and accountable manner.

# UNDERSTANDING THE DEMOGRAPHY OF POPULATION AND STRUCTURING IEC CAMPAIGN ACCORDING TO IT

## Population :



## Key Points :

- The campaign has to target reaching the entire population of Assam estimated to be over 30 Million.
- We need to factor the high literacy rate of almost 72.19 percent.
- Urban population is fairly limited therefore we need to evolve strategy to reach to Rural areas
- The campaign needs to understand that Assam has a lot of people who are bilingual.

*Sagar*

*[Signature]*  
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## Our Appreciation of the Objectives of the Assignment

The most important motive of the project is **Connecting The Common People with the government machineries and services.**

The citizen engagement and citizen's awareness of their rights will be the determining factor for the success of the project.

People in Assam are not aware of ARTPS Act, its implementation, its benefits and the transparency of the Act. Hence, to educate people and make them aware of their rights and services, we need to do an aggressive, sensible and specific IEC Campaign across the state. Any negative impression about the Act if prevailing in the past needs to be corrected. Different methodologies and activities will be designed for the different areas of Assam as per the mode/level of understanding of the public in that area

**(a) To design & Implement an Information, Education & Communication (IEC) Campaign which should be:**

- Intensive & Targeted
- Have a state wide outreach
- Specially targeting the Rural and extremely backward areas
- In addition to English & Hindi - Should be in all local languages namely Assamese, Bengali, Bodo, Karbi, Dimasa

**(b) The IEC vision is to achieve increased awareness of the following :**

- The provisions of Assam Right to Public Services Act, 2012 (ARTPS Act)
- About the 'Assam Citizen-Centric Service Delivery Project' (ACCSDP).
- How citizens could access ARTPS services
- And in case of grievances, how to get them redressed

## APPRECIATION OF ARTPS ACT

**(A)** Assam Right to Public Services Act, 2012 (ARTPS) has been enacted by Government of Assam (GoA) to ensure affordable access to public services, specially to the poor people.

**(B)** The ARTPS Act enables the citizens of Assam to get notified public services within a stipulated timeframe and also fixes responsibilities on public servants to provide these services in a time-bound manner.

**(C)** Besides ARTPS, Government of Assam has already embarked upon a number of specific initiatives to support this objective: -

- A public grievance redress system
- e-District
- Common Service Centers
- Establishment of State e-Governance infrastructure



## Appreciation of ACCSDP

(A) The ACCSDP will facilitate implementation of the ARTPS Act with efficiency and accountability for better delivery of citizen-centric services notified under the Act and will support the line Deptts.

(B) It will also improve citizen access to targeted services, particularly in remote areas. Citizens, especially the rural communities who are heavily dependent on government services, will be the principal beneficiary group of the project.

(C) The project will place citizens at the center of the service delivery process by strengthening feedback mechanisms and grievance redress.

(D) A high-level delivery unit will be established to monitor the implementation of the ARTPS Act across Assam.

(E) ACCSDP also aims to strengthen institutional operations and improve citizen awareness and participation in order to expand access to services to benefit the rural poor. This inclusive approach will contribute to access improvements in four key ways:

(i) by expanding the number of Right to Public Services Act (RTPS) services which are digitized and available on-line.

(ii) by improving connectivity infrastructure especially in underserved areas to enhance citizen access to services

(iii) by engaging local populations in service delivery (through both participatory and digital approaches) so that targeted priority services for the rural communities are accessible

(iv) by rationalizing and strengthening service delivery by front-line institutions.  
This project design is framed around four interrelated components:

\* strengthening RTPS implementation

\* improving service delivery processes in targeted departments

\* setting up one-stop-service centers to receive requests for RTPS services and electronically deliver select services to the citizens closer to their homes

\* promoting citizen engagement.

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*S. D. D.*  
State Project Director  
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## Where Do We Fit In

Citizens' awareness of their rights is a vital pre-requisite for effective civic engagement. However, there is information-deficit with regard to RTPS implementation in Assam. There is a need to improve awareness about the ARTPS Act, entitlements guaranteed under this law, notified services under Act and the non-RTPS services and the process of accessing them.

## How we would go about fulfilling the above objectives or Our Proposed Work Methodology

### (a) Undertake a Preliminary Assessment

As a part of the preliminary assessment we would convene a meeting with the Client to understand their expectations from the project. The

We would be take the support of Govt. mechanism to gather all the data that is available. The existing reach of ARTPS Act and the acceptability of the act in different locations would be ascertained by the success ratio available in Govt. records. Further, data would be collected from other secondary sources as well. The data collected, will be assorted and analysed for deriving evaluation indicators.

Entire Assam would be divided into 8 zones according to geographic & linguistic diversities

Zone Name	Districts Covered
Assam Hills	Dima Hasao, Karbi Anglong – East and Karbi Anglong – West
Barak Valley	Cachar, Hailakandi and Karimganj
Bodoland	Baksa, Chirang, Kokrajhar and Udalguri
Central Assam	Hojai, Morigaon and Nagaon
Kamrup	Darrang, Kamrup – East, Kamrup Metro, Kamrup Rural and Kamrup – South
Lower Assam	Barpeta, Bongaigaon, Dhubri, Goalpara, Nalbari and South Salmara–Mankachar
North Assam	Biswanath, Lakhimpur and Sonitpur
Upper Assam	Charaideo, Dhemaji, Dibrugarh, Golaghat, Jorhat, Majuli, Sivasagar and Tinsukia

Among these zones sample districts and corresponding Gaon Panchayats would be identified. For finalizing the timelines against each deliverables, appropriate manpower to be ascertained.

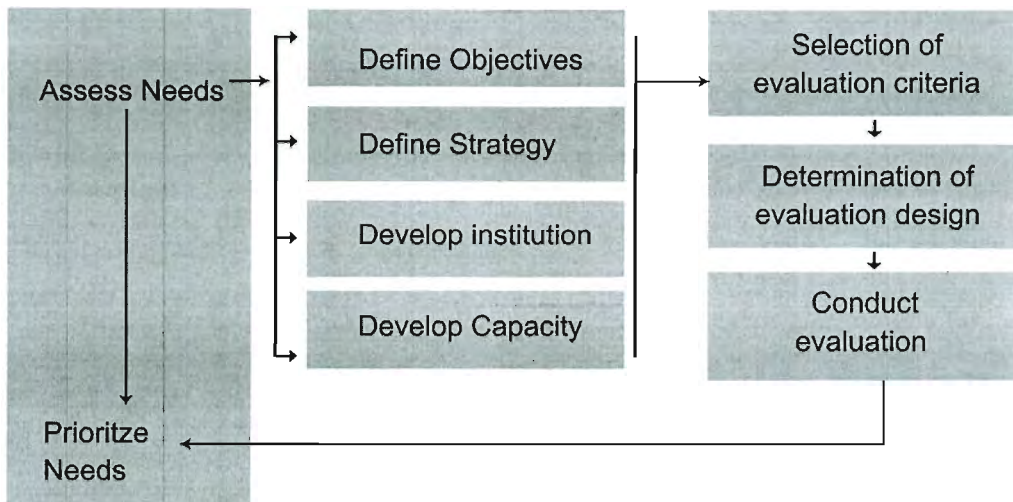
The data so collected would be analyzed and compiled to prepare the basic Inception report.



## (b) Conduct Communication Needs Assessment (CNA)

On the basis of the Inception report, we would select sample districts, from the 8 zones of Assam. We would be selecting a couple of locations which are performing the best and remaining locations which have a very low acceptability of the ARTPS services.

Questionnaires would be prepared for field visits, to understand the bottlenecks regarding communication gap between stakeholders & Govt. machinery. The survey team would be trained before they are sent to the selected Gaon Panchayats for assessing the ground reality. Simultaneously, the social expert would be visiting and interviewing the District level Policy makers starting from the D.C, to the Zila Parishad Chairman, to understand the gap between the grass root level and the Policy makers.



**Quantitative and rapid appraisal methods will be used to collect data.**

**Interview of key informants:** Data will be collected through review of records and interviews of stakeholders viz. members of the Gaon Panchayats and key village informants.

**House-to-house surveys:** House-to-house surveys will be conducted to assess the field situation. These villages will be selected by simple random sampling using the lottery method. A pre-tested semi open-ended questionnaire will be used to collect data regarding the awareness regarding the ARTPS Act.

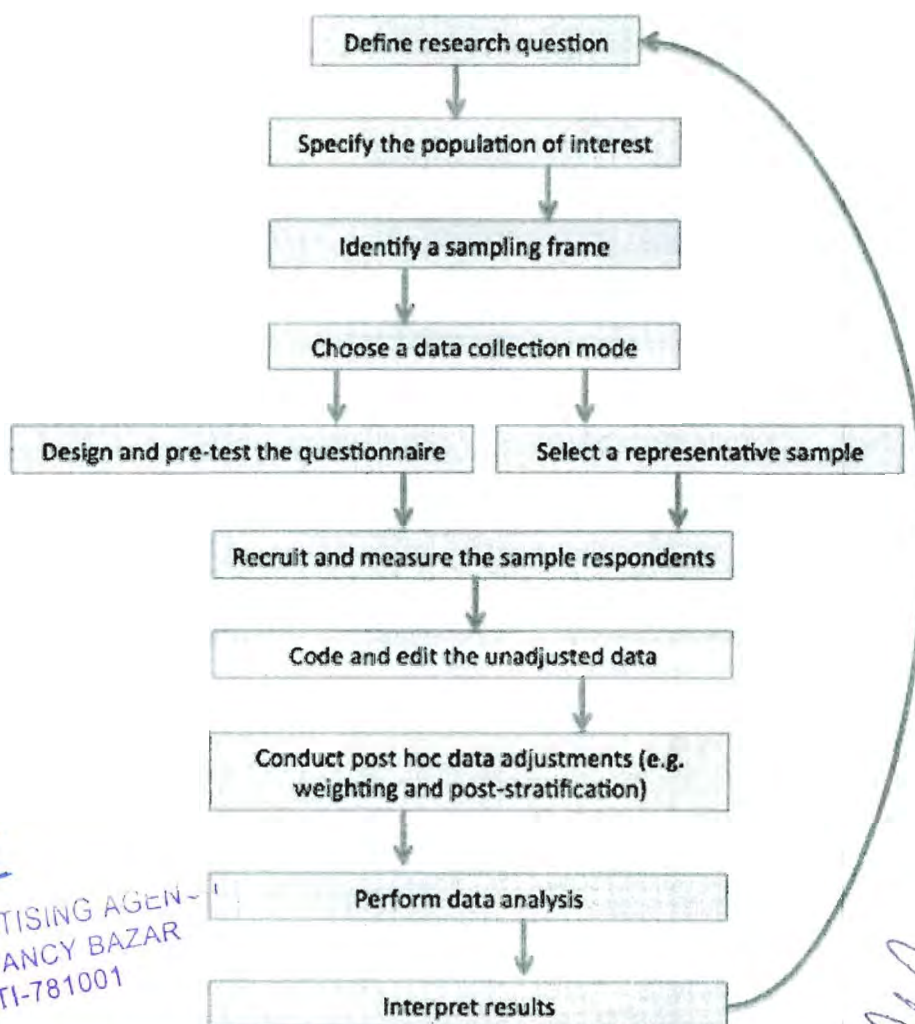
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**Transect walks:** Transect walks will be conducted for on-field observations and discussions with the villagers at selected transect points. A community resource map will be drawn and a route will be selected to cover important transect points. The transect points selected will be Public Facilitation Centers, Gaon Sabha, Colleges, School etc. All the information will analyzed and recorded in a tabular format.

**Triangulation and discussions:** All data collected in the three phases will be triangulated, analyzed and presented to you. After discussions, the points in each category of the SWOT analysis will be finalized.



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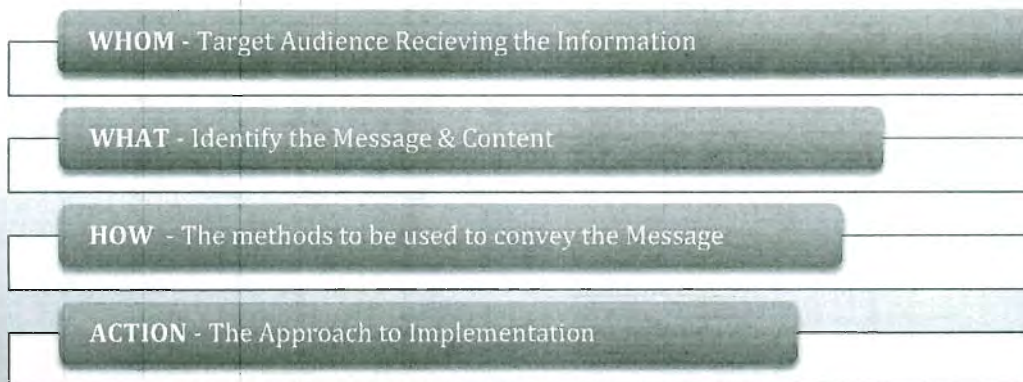
- Meeting people at all levels should be in discussion with Zila Parishad Chairman. Before that, the Zila Parishad Chairman should be explained about the provision and service delivery system in the ARTPS Act. This will help in identifying the weak areas and the deprived population. The current status of the Act and its functioning/non-functioning will be identified in the line departments.
- Define channels to be utilized during the process including electronic, print and other media.
- Conduct a state-wide information requirements analysis (including the information needs of excluded groups/under-served areas)
- The local NGOs can be involved because they already have a better experience of the ground areas of that particular region.
- After the above process is completed and required data is obtained we will submit the draft CNA report. The necessary changes as advised by the ARIAS Society will be included in the final CNA report before submission.
- Based on the above we will develop a realistic IEC plan for building public awareness on the ARTPS and on all other aspects of the ACCSDP, at the grassroots.

### (c) Develop IEC strategy plan

IEC Strategy would include the proper utilization of the resources in hand to spread the message, as loud & clear as possible, to the public.

One of our suggestions would be to make our Honorable Chief Minister as the Face of the IEC Campaign. This would instill a sense of confidence in the people regarding the seriousness of the project. We believe that this would give the IEC campaign a major boost.

Our IEC Strategy would be based on 4 pillars.



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*Shub*  
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**Step 1:**

**WHOM:** It is already well defined in the CNA report. Apart from the general public as a whole, we have to focus on the rural backward population, SC, ST, women, Tea Tribes etc. who have low access to general mass media coverage & are generally unaware of their rights.

**Step 2:**

**WHAT:** Identifying what message is suitable where. Focus should be on clearly articulating the core messages. Same kind of creative cannot be used in all areas. It doesn't have to be language specific only. For eg. In an area where the illiteracy rate is high, the message on print media/outdoor has to be depicted by picture rather than text, in any language.

**Step 3:**

**HOW:** Choosing the best and the most effective and engaging methods to convey the message. Each mode of conveying the messages has its own

In addition, advocacy and communication approaches will also include:

Mass media/ outdoor media: for mass awareness.

Interpersonal communication: to raise awareness about rights & responsibilities regarding RTPS Act provisions.

HOW	Examples	Action
Public events and activities	Street Plays	Develop specific activities throughout the year to engage and activate audience.
	Marathons	
	Flash Dance Performances	
Engage Local Leaders / Champions as Role Models	Political Figures	Invite them to events. Engage them for media work. They can act as role models & raise voice for motivating people to understand their rights.
	Sports Person	
	Religious Leaders	
	NGO's	
Media engagement	Special talk show on Local Radio/TV with Govt. experts	Create a media pack to sensitize the media and to equip the media houses with RTPS communication materials.
	Publication of RTPS related articles in newspapers	
	Press Meets	
	Social media campaigns	

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#### Step 4:

Action: Implementation is the key to all planning and strategies. Plans and strategies are on paper only, if not implemented properly. A proper phased implementation of Strategy including multiple channels is required for effective communication and awareness.


Accordingly, we will plan the Media dissemination plan. Based on the IEC Strategy, the short-listed vendors would be identified. Negotiation with these vendors is another important aspect of the job, as the expences are done on a reimbursable basis, so better the deals, more will be the scope of involving newer initiatives.


#### (d) Develop and pre-test appropriate messages, tools and materials

- The key points to be kept in mind while developing and pre testing appropriate messages, tools and materials will be to increase accessibility, to increase participation, to increase Accountability and transparency.
- Assess the impact of message on a target group for the following: -
  - ⊙ Recognition
  - ⊙ Recall
  - ⊙ Comprehension
  - ⊙ Likeability
  - ⊙ Acceptability
- The key messages will be designed keeping in mind the understanding level of the rural/backward population of Assam who are going to be the main beneficiaries under this great initiative taken by the Government of Assam.
- Undertake pre-testing across all targeted communities on representative sample basis
- Assess the efficacy of key messages and campaign tool-sets and wherever required refine/adapt these communication collaterals.

#### (e) Implement the approved IEC plan

- Based on the analysis of the Assessment and pre-testing, the annual IEC plan will be implemented at various stages through different kind of activities

  
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• The IEC plan will also include: -

- ⊙ Deployment of community cadre for Inter-Personal Communication/ door-to-door campaign
  - ⊙ State-wide IEC plan involving mass media campaign across multiple channels and media platforms
  - ⊙ Enhanced media coverage on ARTPS by providing journalists with background materials and arranging press events around newsworthy measures.
  - ⊙ Language of rural Assam i.e. Assamese, Bengali, Bodo, Karbi, Dimasa
- Mass Media, Mid Media, Interpersonal Communications and Public Relations with various Government Departments and Print/Electronic Media.
  - Detailed Concept, Methodology and Target Groups are discussed in Work Plan

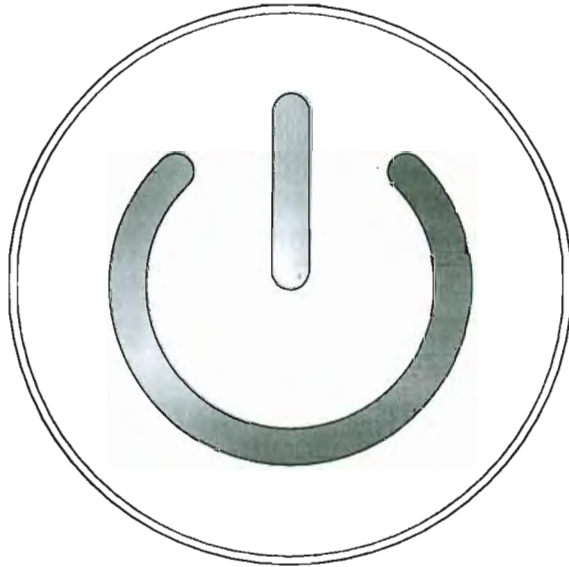
**(f) Develop communication M&E framework**

- Monitoring and Evaluation is the backbone for the success of any project.
- We will set up a simple and effective M&E framework to monitor the quantity, quality and effectiveness of messages, tools and materials for constant improvement.
- It will involve conducting monitoring studies in sample areas which would act as a feedback mechanism for further development and changes in the IEC strategy and implementation plan.
- We will Conduct mid-term impact assessment to evaluate IEC campaign effectiveness including recommendations for restructuring.
- The indicators of M&E will be correlated with the parameters of CNA analysis.
- The M&E system will analyse the monitoring of the programme at every stage of implementation and with respect to every activity executed.
- Documenting activities highlighting the progress, achievements and success stories of ACCSDP; and ensure their wider dissemination.

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*Shilpa*  
State Project Director  
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# WORK STRATEGIES



**TO INCREASE THE REACH  
AND  
SPREAD AWARENESS**



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*A.S.D.*  
State Project Director  
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## CONCEPT - DISTRICT LEVEL SCHOOL COMPETITION

**Brief Description :** Organising a District level school competition on ARTPS Act 2012 awareness through Play/Act/Drama.

**Target Age Group :** Children (5 to 16 years)  
Teachers and Parents (30 to 50 years)

**Target Area :** Both Urban and Rural

### **Methodology and Details Key Highlights :**


- Will be held under the aegis of the State Government
- Winners to get Cash Rewards/Prizes along with Certificate and School to get a District Level Trophy
- This will ensure Wide Scale participation from school
- District Trophy will be matter of prestige for Schools – So Teachers will get involved & try to understand the ARTPS Act.
- Will be an incentive for School Children to find out about the ARTPS Act
- In doing so they will take assistance from parents – so Parents also get involved
- Whenever School Children participate – Adults come to see – Therefore more people get involved

→ Can be open for all local languages

→ This participation can develop a momentum, involving kids, their parents and relatives, their teachers, school administration and the local population.



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- 
- Will get Media Attention as News and not only advertisement. Both print and Electronic Media can be made to cover this
  - Automatic mass level participation and interest can be generated. People starts talking and awareness is increased. *Message spreads*
  - We may also use the final product in advertisements

### **Modus Operandi / Timelines**

- May use the platform of Sarba Shiksha Abhiyan and run the event
- Each District to have this competition
  - ⊙ To encourage mass reach, conduct the competition at 3 – 4 locations.
  - ⊙ Locations should be so chosen that it is convenient for far flung schools and children to participate.
  - ⊙ Encourage play/drama in local languages with traditional touch
- The Award can be given by some local VIPs/MLAs

## **CONCEPT - BOAT BRANDING**

**Brief Description :** Major population living in far flung areas have to commute in boats on a daily basis. Branding these boats would help in reaching the most backward areas who are not even in the reach of electronic or print media.

It can be a seasonal or permanent structure. Boat branding will carry the basic message of ARTPS Act and its benefits for the citizen of Assam.

**Target Age Group :** All age groups

**Target Area :** Extremely backward areas

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### Methodology and Key Highlights :

- Boats are used extensively in rural Assam
- Large number of citizens would be using these boats
- Message put up on boats would get lot of eye balls
- Once put up during monsoons – would be retained during the entire year.
- Message Spreads



### CONCEPT - PRINTING & DISTRIBUTION OF LEAFLETS

**Brief Description :** Leaflets play a vital role in spreading any IEC message at high density foot fall locations.

**Target Age Group :** 20 onwards

**Target Area :** Densely populated areas, crowded areas like Religious places, Railway Stations, Bus Stands etc.

### Methodology and Key Highlights :

- Detailed information about the ARTPS Act can be conveyed to the general public via this medium
- The information will be conveyed in major local languages according to the Language Demography
- Attractive design and pictorial description will develop a interest in the public for reading the information printed on it
- Hand to hand distributions

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## CONCEPT - MOVIE HALLS

**Brief Description :** A good amount of crowd is seen at the movie halls during weekends, holidays and festive seasons.

**Target Age Group :** 16 to 50 Years

**Target Area :** Urban and Semi Urban Area

### **Methodology and Key Highlights :**

- Message re-inforcement could be immense
- Specific recall value would be significant

## CONCEPT - RADIO JINGLES

**Brief Description :** Radio Jingles of around 25 seconds duration can be aired in selected FM Channels of Assam.

**Target Age Group :** Specifically 20 to 35 and Generally All

**Target Area :** All Areas

### **Methodology and Key Highlights :**

- With Radio coming on mobiles the reach of this medium has reached a new level.

  
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## CONCEPT - PRINT/ELECTRONIC MEDIA

**Brief Description :** Advertisements in Print/Electronic Media will attract the Masses as well as the Classes

**Target Age Group :** 25 onwards

**Target Area :** Both Urban & Rural

### **Methodology and Key Highlights :**

- Selection of various print/electronic media platforms according to the reachability, readability and likeability
- Different languages to be kept in mind according to the region
- Both print and electronic media are fast and influential

## CONCEPT - SOCIAL MEDIA PROMOTION

**Brief Description :** Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Social media is the fastest and cheapest parameter to spread the messages to a huge population in a very short span of time. It is the best tool in today's world to reach the fingertips of the people.

**Target Age Group :** Youth and Adults

**Target Area :** Both Urban & Rural

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## **Methodology and Key Highlights :**

- Design a strategic framework for targeted IEC activities encompassing mass media, along with mid-media and inter-personal activities so as to disseminate information about the ARTPS Act.
- We will spread message by tapping active Facebook users
- Wide Spread SMS service to send links to citizens
- Promote ARTPS Facebook page

## **CONCEPT - INSTALLATION OF HOARDINGS/BANNERS/POSTERS**

**Brief Description :** These parameters will play an important role for the outdoor campaign of the ARTPS Act.

The hoardings at the Public Facilitation Centres would be a direct reminder to people about their rights and responsibilities. Even if a person is not aware regarding the provisions of the ARTPS Act he will be attracted to the signage and understand the timelines and conditions regarding his specific service delivery provisions.

**Target Age Group :** All age groups

**Target Area :** All Public Facilitation Centres (PFC)

## **Methodology and Key Highlights :**

- These will be installed as per the yearly requirements mentioned in the RFP
- We recommend change of creative of the hoardings at regular intervals so as not to make it monotonous

  
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## CONCEPT - STREET PLAYS WITH FOLK SONGS

**Brief Description :** Innovative Street plays with Folk songs would be catchy and thus attract mass attention

**Target Age Group :** All age groups

**Target Area :** All Public Facilitation Centres (PFC)  
Backwards Areas, Gaon Sabhas etc.

### **Methodology and Key Highlights :**

- Develop and roll-out of street plays (1500 nos. – as specified in RFP) with folk songs in all the areas covered by the PFCs including tough areas.
- Locations/villages would be selected with the help of communication team and PFC Staff.
- Traditional art-forms such as folk music & dance are the biggest emotional connect in rural areas

The involvement of local NGO's and Self help groups will take the initiative to every household of the area

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State Project Director  
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## CONCEPT - MEDIA MANAGEMENT & PUBLIC RELATIONS

**Brief Description :** Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and public. It is the professional maintenance of a favourable public image.

**Target People :** Media professionals, various mass communication channels and technologies, media and entertainment productions and thus their entire viewership.

### **Methodology and Key Highlights :**

- Media Management & Public Relations play a vital role in the success and outcome of any IEC Campaign.
- Deriving a robust strategy to overcome and counter any negative news as presented in the past.
- To plan a strong domestic PR strategy and its implementation
- PR around all Advertising Campaigns.
- Stories in major publications on various events happening.
- Coverage of all aspects of ARTPS Act.
- Press coverage of all ARTPS events.
- Collation of all PR Report submission at the end of year.
- Ministers/MLAs/MPs Visits.
- Submission of time to time press releases for various press conferences and media interviews on events, advertising and interactions.

  
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## **Deliverables :**

- To design and execute an ongoing programme for a period of 3(Three) years, to ensure media visibility through a high impact communication strategy and proactively organizing national and regional media relation programmes.
- The objective of the PR strategy would be to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of ARTPS Act
- With this overarching objective, the indicative list of activities to be undertaken would, inter alia, include the following:-
  - (a) Design an effective and comprehensive Public Relations Strategy
    - Prepare an effective Public Relations Strategy for the policies, activities etc
    - PR strategy, approach, calendar and schedule to be decided
  - (b) Execute the approved Strategy through both ongoing initiatives and event specific initiatives
    - Keep the media abreast of all important developments. We will proactively identify appropriate media opportunities to highlight the concept, roles and activities of the ongoing ARTPS Act IEC campaign. This could be through press releases, press briefing, media interactions, press conferences, round tables, etc. as appropriate.
    - Proactively develop the theme/concept for press meets and work out news releases, articles and other promotional initiatives targeting local & national media.
    - Arrange for national/regional/local media to cover various events.
    - Provide a pre-event build up.
    - We will create talking points for the media interactions in discussion with your authority.

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**WORKPLAN**

Sl. No.	Activities	Year 1												Year 2				Year 3				
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>1</b>	<b>Inception Report</b>																					
1.1	Understanding Detailed Project Objectives																					
1.2	Assorting Government/ Departmental Data available with the client.																					
1.3	Assorting Secondary Data from various sources																					
1.4	Identifying Evaluation Indicators																					
1.5	Identifying Sample Villages/ Gaon Panchayats for Survey																					
1.6	Identifying District-wise Coverage/Awareness in various departments of ARTPS Act																					
1.7	Planning Detailed Timelines for Each Deliverables																					
1.8	Analyzing Data and other Indicators																					
1.9	Preparation & Submission of Inception Report																					
<b>2</b>	<b>Communication Needs Assessment (CNA) Report</b>																					
2.1	Preparation of Evaluation Questionnaires																					
2.2	Identifying Road-Blocks & Behavioral Change required																					
2.3	Interviews & discussion with Govt. Machineries regarding Success/Hindrances in respect of the acceptance of the Act by the beneficiaries																					
2.4	Analysis of the Interviews & preparation of Questionnaires for Sample District Survey																					
2.5	Visit to selected sample districts/ Gaon Panchayats for assessing ground reality																					
2.6	Meetings & discussions with D.C., Anchalik Panchayat President & Zila Parishad Chairman																					
2.7	Identify Indicators for framing IEC Strategy Plan																					
2.8	Preparation & Submission of Draft CNA Report																					
2.9	Discussion of Draft CNA Report with the Client																					
2.10	Incorporating suggestions/modifications to the CNA																					
<b>3</b>	<b>Framing &amp; Submission of IEC Strategy</b>																					

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Sl. No.	Activities	Year 1												Year 2				Year 3				
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
3.1	Analysis of various IEC Activities as per CNA Report																					
3.2	Identifying Area specific media acceptance																					
3.3	Identifying Geographical Language/Community/Literacy bifurcation																					
3.4	Requesting our Honorable Chief Minister to be the Face of the Project - to acclaim State Wide reach																					
3.5	Visit to the districts to plan customization of activities/messages																					
3.6	Discussion with Stakeholders for the above																					
3.7	Sensitization Plan of District Level Policy & decision makers																					
3.8	Submission of Draft IEC Strategy Document																					
3.9	Discussion of Draft IEC Strategy with the Client																					
3.10	Incorporating Suggestions/modifications in the IEC Plan as per mutual discussions with the client																					
3.11	Submission of Final IEC Strategy Document																					
<b>4</b>	<b>IEC Implementation Plan</b>																					
4.1	Media Dissemination Plan																					
4.2	Negotiation with all Media Vendors																					
4.3	Vendor Finalization																					
4.4	Preparation & Submission of Draft IEC Implementation Plan																					
4.5	Discussion of Draft IEC Implementation Plan with the Client																					
4.6	Incorporating Suggestions/modifications in the Final IEC Implementation Plan as per mutual discussions with the client																					
<b>5</b>	<b>Designing of IEC Components</b>																					
5.1	Designing of IEC Materials based on IEC Strategy Plan																					
5.2	Customizing these messages according to Language/Community/Literacy																					
5.3	Taking Suggestions/Approval from the Client																					

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Sl. No.	Activities	Year 1												Year 2				Year 3				
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>6</b>	<b>Pretest of IEC Messages, Tools &amp; Materials</b>																					
6.1	Develop Questionnaire for Pre-Test																					
6.2	Visiting Sample Districts for Pre-Test of IEC Messages																					
6.3	Take feedback from Ground level & stake holders																					
6.4	Analyzing the Feedback & Redefine the messages																					
6.5	Final Approval from the Client																					
<b>7</b>	<b>Monitoring &amp; Evaluation Systems &amp; Processes</b>																					
7.1	Preparation of Formats for M&E																					
7.2	Selection of Voluntary Supervisors from Gaon Panchayat Level																					
7.3	Training of Supervisors in our M&E Systems & Processes																					
7.4	Discussion of M&E Framework with the client																					
7.5	Incorporating Suggestions/Modifications in the M&E Systems & Process as per mutual discussions with the client																					
<b>8</b>	<b>Implementation of IEC Plan</b>																					
	Implementation of Finalised IEC Plan for the 1st Year																					
	Half Yearly Report for the 1st Year																					
	Analysis of Half Yearly Reports for Improvisation in the Plans																					
	Implementation of Finalised & Improvised IEC Plan for the 2nd Year																					
	Half Yearly Report for the 2nd Year																					
	Analysis of Half Yearly Report for Improvisation in the Plans																					
	Submission of Annual Report																					

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## ORGANIZATION AND STAFFING

### **MR. SITAL P JAIN**

Proprietor

A dynamic and astute entrepreneur and a highly respected personality in advertising, media and corporate circles of India. A highly resourceful professional in Government circles, Mr. Jain is the inspiration behind the entire team. His experience and insight are the force behind the agency's growth from strength to strength.

### **MR. SWAROOP JAIN**

Head, Finance and Administration

Currently heading the Guwahati office, Mr. Swaroop Jain has been associated with the Agency ever since its inception. An experienced hand in the field of advertising, he actively participates in all facets of Agency's scope activities.

### **MR. ASHOKE JAIN**

Head PR & Marketing

Posted in Guwahati, Mr. Ashoke is the inspiration behind the Agency's track record of excellence. His experience, expertise and the highly resourceful contacts have played a vital role in Arihant trail of blazing performance.

### **MR. HARRISH JAIN**

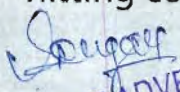
Creative Director


Posted in Delhi, looks after electronic media and other day to day affairs at Delhi office. Even in his initial stage, he is all set to achieve high and higher.

### **MR. ANIL SHARMA**

New Delhi Unit Haed

Posted at Delhi Mr. Sharma a former journalist turned copy writer with national and international experiences in agency of all shades and shapes. The man with a knack for conceptualizing the strategies into hand hitting copies and ads.

  
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**MR. Satyajit Kar,**  
Creative Designer

Posted at Guwahati Mr. Kar is creative and copy writer

**MR. Pradip Mazumdar,**  
Client Servicing Executive

Posted in Guwahati, Mr. Mazumdar is a young and vibrant Media Professional & very familiar personality in advertising profession.

**MR. Tapan Talukdar,**  
Client Servicing Executive

Posted in Guwahati Mr. Talukdar is a young and vibrant Media Professional & very familiar personality in advertising profession.

**MR. Gautam Srimali,**  
Chief Media Division

A highly resourceful professional with excellent contacts in media and government circles. Heads the PR Division from Jaipur office.

**MR. SANJAY SHETYE,**  
Goa Unit Head

Posted at GOA, is a young and vibrant Media Professional & very familiar personality in advertising profession.

**MR. PRADIP DAS,**  
Client Servicing Executive

Posted at SILCHAR, is a highly resourceful professional with excellent contacts

*Sanjay*  
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SRCB ROAD, FANCY BAZAR  
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*Pradip*  
State Project Director  
ARIAS Society



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## **DIPANKAR DAS**

Sr. Account Servicing

Dipankar has 8 years of experience in marketing, advertising and communication. He has work across Categories such as Real Estate. Consumer Dm'abels and Education Sector. He has experience in strategising, planning and executing the mass media campaign for client to get them edge over their competitors.

## **GAURAV JAIN**

Client Servicing Executive

Gaurav a Creative Director for over a 5 years. He heads the Creative function at Arihant

## **VIJAY VERMA**

Media Head- Delhi

Vijay has experience in media planning and he has been associated with Triron before joining Arihant. In his 14 years of career he has worked with brands like Salora TV, The Home Store, etc.

## **MANISH KUMAR**

Jaipur Unit Head

A Post Graduate in Marketing Management with a Diploma in Public Relations and Journalism. He has 15 years industry experience and has handled prestigious accounts like Canon, Hyundai.

## **VISHWATOSH DAS**

Account Director, Delhi

He has keep Marketing insights and a thorough understanding of the Advertising Industry. Further, he is experienced in handling prestigious accounts from various streams of business. With over 12 year of experience under his belt, he has mastered the art of Client Servicing.

## **PREETI SHREEMALI**

Sr. Account/Client Servicing, Jaipur

An Advertising Professional with a vast experience of 18 years in the field of Advertising & Creatives, events, Public Relations & Corporate Bason. Has had the experience of dealing with Government, Semi Government, PSU like Rajasthan Sambad, Rajasthan Housing Board, JDA.



## FORM TECH-5(FTP)

### WORK SCHEDULE AND PLANNING FOR DELIVERABLES

N°	Deliverables	Months																																						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
1	Inception Report	█																																						
2	Submit draft Communication Needs Assessment (CNA) Report	█	█																																					
3	Submit draft IEC Strategy document (year wise)	█	█	█																																				
4	Submit final IEC Strategy document (year wise) on the basis of comments from ARIAS				█																																			
5	Submit draft IEC implementation plan on the basis of IEC strategy document approved by ARIAS					█																																		
6	Submit final IEC implementation plan on the basis of comments from ARIAS						█																																	
7	Submit sample IEC messages, tools, materials, (prior to testing) for approval by ARIAS							█																																
8	Pre-test IEC messages, tools, materials and submit report along with draft M&E systems & processes								█																															
9	Finalise & Submit final IEC messages, tools, materials etc. on the basis of pre-test for approval along with finalised M&E system & processes									█																														
10	Implementation and rollout of the approved IEC plan for the First year satisfactorily and submit report																																							
11	Implementation of the approved IEC plan for Second year satisfactorily and submit final report including soft copies in editable format of all media tools.																																							

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**FORM TECH-6****TEAM COMPOSITION, ASSIGNMENT, AND KEY EXPERTS' INPUTS**

No.	Name	Expert's Input (in person/month) per each deliverable (Listed in TECH-5)					Total time-input (in person months)	
		Position	D1	D2	D3	D4		D5
<b>KEY EXPERTS</b>								
K-1	SANDEEP BANERJEE	COMMUNICATION SPECIALIST AND TEAM LEADER	1	3	4	5	23	36
K-2	RONDEEP GOGOI	CREATIVE DIRECTOR	1	1	1	3	12	18
K-3	SUNNY JOHNY	GRAPHIC DESIGNER CUM ANIMATOR	0	0	1	5	12	18
K-4	IMRAN UR REHMAN	GRAPHIC DESIGNER CUM ANIMATOR	0	0	1	5	12	18
K-5	DEEPAK KUMAR	SOCIAL EXPERT	1	2	3	2	16	24
K-6	RITUL BHAGABATI	SCRIPT WRITER CUM CONTENT MANAGER	0	1	2	5	16	24
K-7	NILAKSHI MEDHI	SCRIPT WRITER CUM CONTENT MANAGER	0	1	2	5	16	24
K-8	ANIMESH MAJI	SCRIPT WRITER CUM CONTENT MANAGER	0	1	2	5	16	24
<b>NON KEY EXPERTS AND SUPPORT STAFF</b>								
N-1	JUNMONI NATH	MANAGER	1	1	3	3	28	36
N-2	SANGHAMITRA MAZUMDER	PUBLIC RELATION HEAD	1	1	3	3	28	36
N-3	DURBA DHAR KAMTI	ADMIN HEAD	1	1	3	3	28	36
N-4	KULAJIT KALITA	ASST. GRAPHIC DESIGNER	1	1	3	3	28	36
N-5	APURBA KALITA	ASST. GRAPHIC DESIGNER	1	1	3	3	28	36
N-6	SATARUPA MISHRA	RESEARCH ANALYST	1	1	2	4	4	12

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## FORM TECH-6

### CURRICULUM VITAE (CV)

<b>Position Title and No.</b>	<b>COMMUNICATION SPECIALIST &amp; TEAM LEADER</b>
<b>Name of Expert:</b>	SANDEEP BANERJEE
<b>Date of Birth:</b>	December 20, 1970
<b>Country of Citizenship/Residence</b>	India

**Education:**

**B. Sc.** from Calcutta University.

**MBA** from Bhavan's College of Communication and Management (under the Rajendra Prasad University) from Calcutta University.

**Employment record relevant to the assignment: 20 YEARS OF EXPERIENCE**

To Manage Projects related to advertising/PR for State and Central Government Clients along with Corporate clients and other brands

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
2015- 2016	<p><b>Promotional Exercise for J &amp; K Tourism</b> Locations: Delhi, Mumbai, Gujarat &amp; Kolkata</p> <p>Department: Client Servicing &amp; PR</p> <p>Positions held: Campaign Supervisor cum Team Leader</p> <p><b>Contact: 0194-2502279/ 0194-2502281(FAX)</b> <b>Email ID: dtk@jktourism.org</b></p>	India	Complete planning & supervision of the campaign execution, PR and Events, IEC strategy, monitoring & evaluation
2009- 2014	<p><b>Promotional/Tactical Exercise for Air India</b> Locations: All India</p> <p>Department: Client Servicing &amp; PR</p> <p>Positions held: Vice President</p> <p><b>Contact: 011-24624075</b> <b>E mail ID: eCommerce@airindia.in</b></p>	India	<p>Complete planning &amp; supervision of the campaign execution, PR and Events</p> <p>Main project features: Branch Campaign for Air India through various mediums and Tactical Production Launch Campaigns</p>

*Sandip*  
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*Sandip*  
**State Project Director**  
**ARIAS Society**



2007 – 2009	<b>Brand Campaign for Kajaria Ceramics</b> Locations: All India  Department: Client Servicing & PR  Email: <a href="mailto:info@kajariaceramics.com">info@kajariaceramics.com</a>		Complete planning & supervision of the campaign execution, PR and Events Branch Campaign for Kajaria Ceramics through various mediums and Tactical Production Launch Campaigns, PR
2001 – 2007	<b>Mother Dairy</b> Locations: Delhi, Mumbai, Hyderabad  Contact: 0120-4399500 / 4399501 EmailID : <a href="mailto:consumer.services@motherdairy.com">consumer.services@motherdairy.com</a>	India	Communication Strategy, TVC campaigns, Press Campaigns, Outdoor, Activation, Digital
1996- 2001	<b>BATA</b> Locations: All India  Contact: +(91)-124-3990100/ 18004192282 Website: <a href="http://www.bata.in">www.bata.in</a>	India	Communication Strategy, TVC campaigns, Press Campaigns, Outdoor, Activation, Digital & Implementation Arrangements.

**Language Skills (indicate only languages in which you can work):** English, Hindi, Bengali

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for leading the assignment including design and development task of Communication Needs assessment, IEC Strategy, Communication, M&E Framework, and Implementation arrangements. The Team Leader shall be the focal person for all communications with the ARIAS Society.	All the prior works/assignments mentioned above

**Expert's contact information: Contact: 011-41630000**


**Email: [del@crayonad.com](mailto:del@crayonad.com)**

*Signature*  
**ARIHANT ADVERTISING AGENCY**  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*Signature*  
 State Project Director  
 ARIAS Society

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

  
SANDEEP BANERJEE

Name of Expert  
Date

Signature

Day/Month/Year

Sumoni Nath  
Name of authorized  
Representative of the Consultant  
(the same who signs the Proposal)  
Date

  
Signature

10/09/17  
Day/Month/Year

  
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State Project Director  
ARIAS Society

**FORM TECH-6**

**CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	CREATIVE DIRECTOR (1)
<b>Name of Expert:</b>	RONDEEP GOGOI
<b>Date of Birth:</b>	15th January'1977
<b>Country of Citizenship/Residence</b>	India

**Education: English Hon's (Delhi University) from Indian Institute of Mass Communication, IIMC  
PGDM Advertising & Public Relations.**

**Employment record relevant to the assignment: 16 YEARS OF EXPERIENCE**

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references.</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
2015-17	<b>Promotional Campaign for J &amp; K Tourism</b> Locations: Delhi, Mumbai, Gujarat & Kolkata  Creative Director  <b>Contact: 0194-2502279/ 0194-2502281(FAX)</b> <b>Email ID: dtk@jktourism.org</b>	India	Complete planning of creative for advertising campaigns for J & K Tourism in Print, TVC and Outdoor. Planning, conceptualizing, Designing and execution of IEC campaign
2015- 16	<b>Kohinoor Basmati Rice</b> Location : All India and UK  Creative Director  <b>Contact: 91-129-424-2222</b> <b>E-mail :- Info@kohinoorfoods.in</b> <b>Website :- www.kohinoorfoods.in</b>	India	Copywriting and Content Management
2015- 16	<b>Kajaria Ceramics</b> Location : All India  Creative Head  <b>Contact: +(91)-11-26949544, +(91)-11-26946407</b> <b>Email: info@kajariaceramics.com</b>	India	Copywriting and Content Management
2015-2016	<b>IBEF</b> Location: International	India	Copywriting and Content Management

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	<p>Creative Head</p> <p><b>Contact: 011 4384 5500</b> <b>E-mail: info.brandindia@ibef.org</b></p>		
2001 -2009	<p><b>UP Tourism</b> Location : Uttar Pradesh</p> <p>Creative Head</p> <p><b>Contact: +91-522-2308993</b> <b>E-mail : upstdc@up-tourism.com</b></p>	<b>India</b>	<p>Copywriting and Content Management for the print, television, radio, online, outdoor etc.</p>

**Language Skills (indicate only languages in which you can work):** English, Hindi, Assamese

**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Consultant's Team of Experts:</b>	<b>Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks</b>
<p>Developing the concepts and designs for various IEC methods, material &amp; tools with special focus on customized applicability to the concerned stakeholders. Should be able to generate local resources, context and materials for application in the IEC programmes.</p>	<p>Promotional Campaign for J &amp; K Tourism and UP Tourism</p>

**Expert's contact information: Contact: 011-41630000**  
**Email: del@crayonad.com**

*S. Dey*  
**ARIHANT ADVERTISING AGENCY**  
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*S. Dey*  
**ARIHANT ADVERTISING AGENCY**  
**SRCB ROAD, FANCY BAZAR**  
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*[Signature]*  
**State Project Director**  
**ARIAS Society**

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

RONDEEP GOGOI



Name of Expert  
Date

Signature

Day/Month/Year

Punmoni Nath



10/09/17

Name of authorized  
Representative of the Consultant  
(the same who signs the Proposal)  
Date

Signature

Day/Month/Year

  
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State Project Director  
ARIAS Society

## FORM TECH-6

### CURRICULUM VITAE (CV)

Position Title and No.	SOCIAL EXPERT (1)
Name of Expert:	Deepak Kumar
Date of Birth:	7 <sup>th</sup> January, 1988
Country of Citizenship/Residence	India

#### Education:

#### Professional Qualifications:

- Master's in Public Health, Jodhpur National University (JNU), Jodhpur
- Master's in Social Work (MSW), Indore School of Social Work, Indore
- Certificate in Monitoring and Evaluation joint certification of University of Victoria, Canada and PRIA, New Delhi
- Certificate in Climate Change & Disaster Management joint certification of The World Bank Institute and NIDM, New Delhi
- Certificate in Understanding Gender in Society, Participatory Research in Asia (PRIA), New Delhi

#### Academic Qualifications:

- Bachelor of Science (B.Sc.) from Magadh University, Bodh Gaya
- Intermediate (I.Sc.) from Bihar Intermediate Education Council, Patna
- Matriculation from Bihar School Examination Board, Patna

#### Technical Qualifications:

- Post Graduate Diploma in Computer Application (PGDCA) from Oxford Computer, New Delhi
- Business Professional Programmer 'O' Level from DOEACC Society, New Delhi
- Certificate Course on Computer Concepts (CCC) from DOEACC
- Proficient in Microsoft Office, Email/Outlook, Internet

#### Additional Qualifications:

- Certificate in Monitoring & Evaluation Fundamentals Joint Certification of USAID and JOHNS HOPKINS BLOOMBERG, School of Public Health
- Certificate in Monitoring & Evaluation Framework for HIV/AIDS Programs Joint Certification of USAID and JOHNS HOPKINS BLOOMBERG, School of Public Health
- Certificate in Public Health from Public Health Resource Network (PHRN), Raipur, Chhattisgarh
- Climate Change & Disaster Management joint certification of The World Bank Institute and NIDM, New Delhi
- Gender and Sexual and Reproductive Health, Tuberculosis Joint Certification of USAID and JOHNS HOPKINS BLOOMBERG, School of Public Health

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**Employment record relevant to the assignment:**

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
Present	<p><b>Team Leader-Technical Support Unit-Palladium Consulting India Pvt. Ltd.-Technical Support Unit-Bihar State AIDS Control Society, Patna supported by NACO, New Delhi.</b></p> <p>Dr. S.N. Misra, Project Director-cum Senior Technical Advisor, Palladium Consulting India Private Limited-Technical Support Unit (TSU)-Bihar, Mobile: 09891047768 E-mail: <a href="mailto:Samarendra.Misra@thepalladiumgroup.com">Samarendra.Misra@thepalladiumgroup.com</a></p>	India	<p>Overall in charge of Technical Support Unit Bihar &amp; TSU focal point person, reporting to Project Director, BSACS cum Executive Director, State Health Society Bihar (SHSB)</p> <p>Facilitate IEC Division BSACS for the developing of IEC materials, planning of mid-media &amp; mainstreaming activities at district &amp; state level.</p> <p>Facilitate in rolling out the communication strategies across the project, developing and disseminating state and district specific IEC materials. Facilitate to develop the concepts and designs of IEC campaign materials.</p>
2014 - 2016	<p><b>Program Officer-Monitoring &amp; Evaluation-Palladium Consulting India Pvt. Ltd.-Technical Support Unit-Bihar State AIDS Control Society, Patna supported by NACO, New Delhi.</b></p> <p>Mr. Pankaj Singh Baghel, Team Leader, Palladium Consulting India Private Limited-Technical Support Unit (TSU)-Bihar, Mobile: 9568133000 E-mail: <a href="mailto:Pankaj.Baghel@thepalladiumgroup.com">Pankaj.Baghel@thepalladiumgroup.com</a></p>	India	<p>Ensure MIS &amp; SIMS data with quality &amp; consistency, Assist in training needs assessment (TNA) for project staffs.</p>
2012 - 2014	<p><b>District Coordinator-Adventist Development &amp; Relief Agency (ADRA-INDIA), Patna supported by World Vision</b></p> <p>Mr. Priyesh Michael Masih, Human Resource/ Operations Manager, Adventist Development and Relief Agency India (ADRA India), 45 Kusum Marg, Block H, DLF Phase-I, Gurgaon, Haryana-122002, India Tel:</p>	India	<p>Prepare training plan, develop &amp; design agenda, pre &amp; post test evaluation tools, training materials. Review of project performance against indicators with field team &amp; partners NGO.</p>

	+911244056634, Mobile:+919711471937, Email <a href="mailto:priyesh@adraindia.org">priyesh@adraindia.org</a>		
2011-2012	<b>Social Mobilization Coordinator-UNICEF-SMNet (Polio Eradication)</b>  Mrs. Asha Kumari, Sub Regional Coordinator, UNICEF-SMNet, Polio Eradication, Gaya Collectorate, Mob:-9973312728, Email:- <a href="mailto:asha@smnet@gmail.com">asha@smnet@gmail.com</a>	India	Prepare communication & comprehensive IEC Micro Plan (including Health, ICDS and SMNet). Identify & engaged elected PRI members, influencers, youth clubs, brick kilns & business houses, educational institutions, private healthcare providers in Polio & Immunization activities. Monitoring & support in Polio, Routine Immunization, VHND, SIA Activity.
2010-2011	<b>MIS &amp; Liaison Coordinator-Project Concern International/India (PCI-INDIA) supported by USAID</b>  Mr. Akhil Kumar Chaudhary, Program Manager, Project Concern International/India, Plot NO.-38, First Floor, Okhla Phase-III, New Delhi-110020, Phone No-011-46058888, Email:- <a href="mailto:akhil@pciindia.org">akhil@pciindia.org</a>	India	Appropriate, quality and timely MIS collection from state, district & field level. Regularly update to Program Manager & M & E Team on project MIS
2009-2010	<b>HR Trainee-Tata International Limited, Dewas</b>  Mr. Mayank Pryadarshi, Factory Manager, Tata International Dewas, Mob:-9835288903, Email- <a href="mailto:rk_nawada@yahoo.co.in">rk_nawada@yahoo.co.in</a>	India	Practice of labour welfare & personnel management/HR theories/methods. Organized induction, refresher training for interns.
2008-2009	<b>Social Worker-World Vision India, Indore</b>  Mr. Prakash Clarence, Program Manager, World Vision India, Mob:-7544006374, Email:- <a href="mailto:p.clarence@gmail.com">p.clarence@gmail.com</a>	India	Practice of Social Work Methods i.e., Case Work, Group Work, Community Organization, Social Action, Social Welfare Administration

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			and Social Work Research. Conduct baseline survey, Child Labour Survey, livelihood Promotion activities. Organize awareness activities on WASH, Immunization, and HIV/AIDS, etc.
2006-2008	<b>Project Manager-Youth Mobilization for National Advancement (YMNA), Patna</b> under De-Addiction cum Rehabilitation Project supported by UNODC & DFID  Kumar Deepak, General Secretary, Youth Mobilization for National Advancement, Patna, Mobile: 09431018682 / 09234669134 E-mail: <a href="mailto:kumardeepakkd@gmail.com">kumardeepakkd@gmail.com</a>	India	Formation of CBOs/SHGs, Alcoholics & Narcotics Anonymous (AA & NA) groups. Organized vocational training for person with addiction and their female partner, SHGs members.

**Membership in Professional Associations and Publications:**

(a) Published/submitted thesis on 'Problem of working mothers & infant care': A Sociological Study with special reference in Gaya District, Bihar for the fulfillment of Ph.D degree in Magadh University, Bodh Gaya, (b) Member of National Association of Professional Social Workers in India, (c) Member of Alumni Association of Indore School of Social Work, (d) Member of Indian Society of Professional Workers in India, (e) Member of Indian Sociological Society, (f) Member of Indian Red Cross Society (IRCS), (g) Member of Climate Change Community, Solution Exchange managed by United Nations Development Programme (UNDP), (h) Member of Disaster Management Community, Solution Exchange managed by United Nations Development Programme (UNDP), (i) Published paper on Situation Analysis of Behaviour Change Communication activities in Bihar; A step towards develop a comprehensive BCC strategy.

**Language Skills (indicate only languages in which you can work):** English, Hindi, Bhojpuri, Bengali.

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for rapport establishment with the project stakeholders with special focus on conducting capacity building exercises, need assessments, monitoring and evaluation in the implementation arrangements.	Team Leader-Technical Support Unit- Palladium Consulting India Pvt. Ltd.
	Social Mobilization Coordinator-UNICEF-SMNet.
	Social Worker-World Vision India, Indore



**Expert's Contact Information:**

A/442, AG Colony, Ashiana Nagar, Patna-800025

Mob: +91-7677075461, [dknawada@gmail.com](mailto:dknawada@gmail.com)

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.



DEEPAK KUMAR

Name of Expert  
Date

Signature

Day/Month/Year

*Suman Nath*

Name of authorized

Representative of the Consultant  
(the same **who signs** the Proposal)

Date



Signature

10/09/17  
Day/Month/Year



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GUWAHATI-781001



State Project Director  
ARIAS Society

FORM TECH-6

CURRICULUM VITAE (CV)

Position Title and No.	GRAPHIC DESIGNER CUM ANIMATORS (2)
Name of Expert:	SUNNY JOHNNY KUNDUKULAM
Date of Birth:	27th April, 1974
Country of Citizenship/Residence	India

Education:

3 Years Advanced Diploma Course in Applied Arts from International Institute of Fashion Technology, New Delhi (1993-96).

BACHELOR OF FINE ARTS.

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
2015-2016	<b>Promotional Exercise for J &amp; K Tourism</b> Locations: Delhi, Mumbai, Gujarat & Kolkata  Creative Head  <b>Contact: 0194-2502279/ 0194-2502281(FAX)</b> <b>Email ID: dtk@jktourism.org</b>	India	Complete planning of creative for advertising campaigns for J & K Tourism in Print, TVC and Outdoor. Developing the designs & concepts of IEC campaign for both print & electronic media. Promotion of the tourist attractions during lean season through tactical campaign
2011-2014	<b>Kajaria Ceramics</b> Location : All India  Creative Head  <b>Contact: 011-26949544, 011-26946407</b> <b>Email: info@kajariaceramics.com</b>	India	Copywriting and Content Management  Conceptualizing the design & executing the creative specific to the Campaigns
2006-2011	<b>Kohinoor Basmati Rice</b> Location : All India and UK  Creative Head	India	Copywriting and Content Management  Conceptualizing the

	<b>Contact: 0129-424-2222</b> <b>E-mail :- Info@kohinoorfoods.in</b> <b>Website :- www.kohinoorfoods.in</b>	design & executing the creative specific to the Campaigns
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**Membership in Professional Associations and Publications:**

**AWARDS :**

- D&AD 2015 (1 Wood Pencil)
- Cannes 2015 (2 Bronze)
- Clio 2015 (1 Nomination)
- Kyoorius 2015 (2 Blue Elephants)
- Ad Stars 2015 (1 Gold, 1 Bronze)
- NewYork Festival 2015 (8 Nominations)
- Abby Awards 2015 (1 Gold, 2 Silver & 6 Nominations)
- Adfest 2015 (4 Nominations)
- Spikes 2014 (4 Bronze & 2 Nominations)
- Abby Awards 2012 (1 Nomination)
- Abby Awards 2010 (2 Nominations)
- Digital Media Awards 2010 (1 Silver & 1 Bronze)
- Abby Awards 2009 (1 Silver)
- Work showcased in **The Work, Lurzer's Archive**, Design Taxi
- Campaign Brief Asia** (online edition) on multiple occasions

**Language Skills (indicate only languages in which you can work):** Hindi, English, Malayalam

**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Consultant's Team of Experts:</b>	<b>Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks</b>
Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media. Should be capable of transforming the message and content in a form acceptable by the stakeholders.	All the prior works mentioned

  
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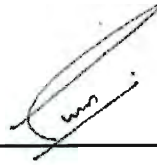
  
**State Project Director**  
**ARIAS Society**



Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

SUNNY JOHNNY KUNDUKULAM



Name of Expert  
Date

Signature

Day/Month/Year

Summoni Nath  
Name of authorized  
Representative of the Consultant  
(the same who signs the Proposal)  
Date



Signature

10/09/17  
Day/Month/Year

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GUWAHATI-781001

*State Director*  
ARLAS Society

FORM TECH-6

CURRICULUM VITAE (CV)

Position Title and No.	GRAPHIC DESIGNER CUM ANIMATORS (2)
Name of Expert:	IMRAN UR REHMAN
Date of Birth:	3rd May'1981
Country of Citizenship/Residence	India

Education:

Bachelor of Fine Arts (BFA) from Jamia Milia College of Arts.

Proficient with various Graphics designing tools like Pagemaker, Ventura, Adobe Photoshop, Adobe Creative suite, Corel Draw etc

Employment record relevant to the assignment: EXPERIENCE OF AROUND 11 YEARS

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
2015-16	<b>J &amp; K Tourism Promotion</b> Location : All India  Graphic Designer cum Animator  <b>Contact: 0194-2502279/ 0194-2502281(FAX)</b> <b>Email ID: dtk@jktourism.org</b>	India	Developing designs and formats for IEC campaign Creative for both print & electronic media Planning & developing all creative according to the campaign
2014-15	<b>Indira IVF</b> Locations: All India  Graphic Designer cum Animator  <b>Contact: 097116 30397 (Delhi)</b> <b>Email: info@indiraivf.in</b> <b>Website: www.indiraivf.com</b>	India	Developing designs and formats for IEC campaign Creative for both print & electronic media Planning & developing all creative according to the campaign
2012-13	<b>Beercafe</b> Locations: All India  Sr. Art Supervisor  <b>Contact: +91 - 124 - 481000</b> <b>Email: info@beer.cafe</b>	India	Created and Executed Campaign
2006-11	<b>John Player's, Hero Motocorp.</b> Locations: Delhi	India	Developing all creative for the campaign

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*Imran*  
State Project Director  
ARIAS Society

Contact:(Heromotocorp)+91-11-46044100, 26142451, 26144121 Website: www.heromotocorp.com		
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Language Skills (indicate only languages in which you can work): English, Hindi, Assamese.

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media. Should be capable of transforming the message and content in a form acceptable by the stakeholders	J & K Tourism Promotion

Expert's contact information: Contact: 011-41630000

Email: del@crayonad.com

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

IMRAN UR REHMAN



Name of Expert  
Date

Signature

Day/Month/Year

*Sugay*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Sumoni Nath*  
Name of authorized  
Representative of the Consultant  
(the same who signs the Proposal)  
Date

*S. Nath*  
Signature

10/09/17  
Day/Month/Year

*[Signature]*  
State Project Director  
ARIAS Society



FORM TECH-6

CURRICULUM VITAE (CV)

Position Title and No.	SCRIPTWRITER CUM CONTENT MANAGER (3)
Name of Expert:	RITUL BHAGABATI
Date of Birth:	01.03.1972
Country of Citizenship/Residence	India

EDUCATION:

MA in English (University of Madras).

BA in English (University of Madras).

PG Diploma in Public Relations (Bharatiya Vidya Bhavan), Chennai Centre.

Trainings/ Workshops:

Participated as resource person in the training on Facts for life film screening: art of Facilitators.

Participated as resource persons in the workshop on District Level RMNCH+A SBCC approach vis-a vis Call To Action. (An SBCC Workshop for the District and Block level health functionaries of six Call To Action districts of Assam).

Completed workshop on Capacity building in developing state specific Behaviour Change Communication Strategy, held at New Delhi undertaken/ organized by National Institute of Health & Family Welfare, New Delhi.

Completed workshop on Effective strategies for Behaviour Change Communication within NRHM held at Kaziranga, Assam, by Public Health Foundation of India, New Delhi.

Participated in a five days workshop on Monitoring & Evaluation organized by UNICEF, Assam at Guwahati.

Participated state level workshop on IEC-BCC held at Agartala as a representative of State NRHM.

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
1Year and six months	Panorama (News 18 Assam NE) <b>SENIOR COPY EDITOR</b> Email: editor@news18.com	India	Developing scripts, copy editing, content writing in Assamese language for Audio/ Vidual Media.
1year	News Time Assam <b>NEWS EDITOR</b> Contact: 0361 711 2233 email: news@newstimeassam.co.in	India	Coordinate with Bureaus, editing news coordinate in organising talk shows etc.

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**State Project Director**  
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4 months	Amar Assam (GL Publication) <b>SUB EDITOR</b> Contact: 0361-2521620/2521664 Email ID: guwahatiglpghy@hotmail.com	India	Editing news for Page 1 (front Page) and National page
4months	Frontier TV <b>SENIOR NEWS EDITOR</b> Contact: 0361 - 2679997 Fax: 0361 – 2676145 Website: www.frontiertvindia.com	India	Producer of Prime time news in Assamese: editing news, Copy writing for production of the daily Prime Time News
5 years	NRHM, Assam <b>PROGRAMME COORDINATOR</b> Contact: 0361 234 0236 Website: www.nrhmassam.in	India	To look after production of ASHA Radio Programme, Monitoring & Evaluating activities of ASHAs, listenership of ASHA Radio Programme by visiting various districts of Assam. To prepare various IEC materials on various health issues like Complete ANCs, RI etc. To develop scripts for dance drama for mobile theatre, street plays etc. To develop screen play/ script for documentary films, Produced documentary film on IYCF To organise workshop, training etc. And participate in various workshops at block/ district level as Resource Person.
13 years	DS Research Centre <b>HONORARY ASSOCIATE</b> Contact: 0361 265 4144 Website: www.dsresearchcentre.com	India	Liaison with Various NGOs of Assam and NE States
2 years	Aaji <b>SUB EDITOR</b>	India	Editing various pages including editorial page. Edited special page on Education and child development.

1 year	Asomiya Pratidin <b>SUB EDITOR</b> Contact: 0361-266 4594 Website: www.asomiyapratidin.co.in	India	To edit various pages, translation to Assamese language, developing scripts for print media.
2 years	NE TV <b>NEWS COORDINATOR</b> Contact: 0361-2607071/74/75 Website: www.netvindia.com	India	Reporting/ editing/ copy writing/ translation

**Membership in Professional Associations and Publications:**

Regularly contributing articles on various issues related to. Health & Education, child care etc. in local magazines and newspapers.

1. **Issues on Child care and Breastfeeding** English (The Assam Tribune) (Aug. 2011)
2. **Success story of Breastfeeding** Assamese (Sadin) (Aug. 2011)
3. **Issue on child labour** Assamese (Asomiya Pratidin) (Nov, 2005)
4. **Developed booklet on IYCF** English (Jan, 2013)
5. Wrote article various issues related to child care, education and issues related to women in (Asomiya Pratidin and Sadin) (Assamese) (Between the year 2000 and 2005)

**Language Skills (indicate only languages in which you can work):** English, Hindi, Assamese, Bengali

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Developed scripts in English Language for the Print & Audio Visual Media.	NRHM, DS RESEARCH CENTRE, etc.
Develop scripts in Assamese Language for the Print & Audio Visual Media.	NEWS TIME, NEWS 18, AXOMIYA PRATIDIN, NRHM, etc.
Coordinate with the Team Member/Translator in translating the developed script to Bengali Language, assist Team Leader in carrying out the assignment, responsible for finalizing all content in desired local language.	NRHM, NEWS TIME, NE TV, etc.

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*Shub*  
 State Project Director  
 ARIAS Society



Mobile: 9854061069

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

RITUL BHAGABATI

Name of Expert  
Date

*Ritul Bhagabati*

Signature

*08/09/17*

Day/ Month/ Year

*Sumoni Nath*

Name of authorized  
Representative of the Consultant  
(the same who signs the Proposal)  
Date

*S-Nath*

Signature

*10/09/17*

Day/ Month/ Year

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ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*AW*  
State Project Director  
ARIAS Society

## FORM TECH-6

## CURRICULUM VITAE (CV)

Position Title and No.	SCRIPT WRITER CUM CONTENT MANAGER (3)
Name of Expert:	NILAKSHI MEDHI
Date of Birth:	29 <sup>th</sup> July, 1983
Country of Citizenship/Residence	India

**Education:**

**M.A. in Mass Communication and Journalism** from GUAHATI UNIVERSITY (2010).

**B.A.** from GUAHATI UNIVERSITY (2008).

**Diploma in Software Application** from M.V.T.I (2006).

**Diploma in Motion Picture Photography** from Joyti Chitrabon Film and Television Institute (2004).

**H.S. in Science stream** Assam Higher Secondary Education Council (2001).

**H.S.L.C** Board of Secondary Education (1999).

**Employment record relevant to the assignment:**

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
25/01/2012 to till date	<b>National Health Mission,</b> District Media Expert  <b>Contact: 0361 234 0236</b> <b>Website: www.nrhmassam.in</b>	India	Developed massive campaigns to create Awareness on various health related issues like increase of Institutional Delivery, Immunization, Family Planning ,reduction of home delivery , prevention from vector born diseases, diarrhea, anaemia etc , using mass and mid media like street play ,advisement through TV/radio, Rally, Community Meeting ,District convergence meeting with various departments, interpersonal communication etc

*Signature*  
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*Signature*  
**State Project Director**  
**ARIAS Society**

			Develop advertisement plans for the publicity various schemes of health department like Atal Amrit Abhiyan, Majoni Mamoni, Maram, Janani Sikhu Surokhya etc .
1/10/2007 to 23/1/2012	<b>News Live</b> Senior Journalist  <b>Contact: (91)-361-2342861, 2342867</b> <b>Email: info@newslivetv.org</b> <b>Website: www.newslivetv.com</b>		Under the capacity of senior journalist for various News Coverage and entertainment programme in Assamese language, developing scripts, translation.
June 2006 to July 2007	<b>AM TV</b> Journalist  <b>Contact: 91)-361-2465325 , +(91)-361-2465326</b> <b>Website: www.pragnetwork.com</b>		Script Writing ,Assistant Direction and camerawork in various programmes

**Language Skills (indicate only languages in which you can work):** English, Hindi, Assamese, Bengali.

**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Consultant's Team of Experts:</b>	<b>Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks</b>
Develop scripts in English & Assamese language for the print & audio/visual media	National Health Mission, Assam
Develop scripts in Assamese for the audio/visual media/ translation	News Live & AM TV

**Expert's contact information:** (M) 9864272498

E-Mail ID : nilakshicam@gmail.com

  
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 State Project Director  
 ARIAS Society

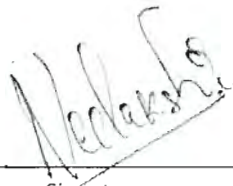


Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

NILAKSHI MEDHI

Name of Expert  
Date



Signature

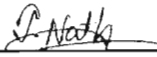
06/09/17

Day/Month/Year

Sunmoni Nath

Name of authorized

Representative of the Consultant  
(the same who signs the Proposal)  
Date



Signature

10/09/17

Day/Month/Year



ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



State Project Director  
ARIAS Society

FORM TECH-6

CURRICULUM VITAE (CV)

Position Title and No.	SCRIPTWRITER CUM CONTENT MANAGER (3)
Name of Expert:	ANIMESH MAJI
Date of Birth:	23rd February, 1988
Country of Citizenship/Residence	India

EDUCATION:

ACADEMIA

- **Professional Education:** Masters in Mass Communication (Post Graduation) from Assam University, Silchar, (A Central University) with distinction.
- **Basic Education:** Bachelor in Mass Communication, three years full time from International Institute of Mass Media, Guru Jambheshwar University, New Delhi.
- **Secondary Education:** Passed AISSCE conducted by CBSE from Kendriya Vidyalaya Ballygunge, Kolkata in the year 2005-06 (1st Division).

TECHNICAL SKILLS

- **Computer:** Windows, Apple Macintosh based OS including MS Office Packages done- MS Word, MS Excel, MS PowerPoint.
- **Web:** Designing websites, posters, blogs and search engine optimization.
- **Camera:** Specialized in Professional Series Still and Video Camera.
- **Networking:** 2 MB Operations and LAN.
- **Editing:** Video Editing in Final Cut Pro 7 & 10, Adobe Premiere & Adobe Photoshop and Sound Editing.

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references.	Country	Summary of activities performed relevant to the Assignment
June 2016 till date	<b>News18, Assam/ Northeast</b> Deputy Producer in Assignment Desk  Email: editor@news18.com	India	Developing scripts, content development in Assamese language for Audio/Visual Media.
December 2013 to June 2016	<b>News Buzz India</b> Online News Editor  Email: newsbuzzindia@gmail.com Website: www.newsbuzzind.blogspot.in	India	Editing news, coordinate in organizing talk shows etc.
2012-2013	<b>Webstrategy, Kolkata</b> Project Coordinator and Senior Copy Editor	India	Copy editing, content creation.

*Sagar*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Arind*  
State Project Director  
ARIAS Society

	<b>Contact: 098300 49639</b> <b>Website: www.webstrategy.in</b>		
2009-10	<b>The Telegraph (Ananda Bazar Patrika Ltd.)</b> Freelancer  <b>Contact: 0800 316 6977</b> <b>Email: digitalservices@telegraph.co.uk</b> <b>Email: telegraphenquiries@telegraph.co.uk</b>	India	Content writing and developing scripts for print media.
2008-09	<b>Dreamcatchers Films Pvt. Ltd</b> Researcher & Production Assistant  <b>Email ID: amitabh@dreamcatchers.tv</b> <b>Website: www.dreamcatchers.tv</b>	India	Creative writing, Research & Developing scripts for audio/visual
	<b>Greycells 18 Media Ltd.</b> Assistant Production Manager <b>Contact: 011 6517 6460</b>	India	Production and organization of various Science Fiction shows, developing scripts for audio/visual and print.
	<b>Wipro Ltd., Kolkata</b> Technical Support Executive  <b>Contact: 91 80 28440011</b> <b>Email: info@wipro.com</b>	India	Executing and editing audios/videos provide technical support to the team.
07th April, 2014 to 21st December, 2015	<b>ICSSR, New Delhi</b> Project Fellow  <b>Contact: 011 2674 1849</b> <b>E-mail: info@icssr.org</b>	India	Project coordination, Major Research on Caste & Tribe in Northeast India.
February to March'13	<b>National Khadi Fair</b> Silchar, Assam	India	Provide Multimedia presentation, video shooting and anchoring.

**Language Skills (indicate only languages in which you can work):** English, Hindi, Assamese, Bengali.

**Adequacy for the Assignment:**

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Developed scripts in English Language for the Print	The Telegraph

*Soumya*  
**ARIHANT ADVERTISING AGENCY**  
**SRCB ROAD, FANCY BAZAR**  
**GUWAHATI-781001**

*Abd*  
**State Project Director**  
**ARIAS Society**



& Audio Visual Media.	
Develop scripts in Assamese Language for the Print & Audio Visual Media.	News 18
Coordinate with the Team Member/Translator in translating the developed script to Bengali Language, assist Team Leader in carrying out the assignment, responsible for finalizing all content in desired local language.	Assignments mentioned above

Expert's contact information: Email id: animaji88@aol.com  
 Mobile: 09804572660, 8402886513

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

ANIMESH MAJI  
 Name of Expert  
 Date

*Animaji*  
 Signature

09/09/17  
 Day/ Month/ Year

*Sumoni Nath*  
 Name of authorized  
 Representative of the Consultant  
 (the same who signs the Proposal)  
 Date

*S. Nath*  
 Signature

10/09/17  
 Day/ Month/ Year

*Sougat*  
 ARIHANT ADVERTISING AGENCY  
 SRCB ROAD, FANCY BAZAR  
 GUWAHATI-781001

*Shub*  
 State Project Director  
 ARIAS Society

**NON KEY EXPERT AND SUPPORT STAFF**

<b>Junmoni Nath -</b>	<b>Manager</b>
<b>Sanghamitra Majumder -</b>	<b>PR Head</b>
<b>Durba Dhar Kamti -</b>	<b>Admin Head</b>
<b>Kulajit Kalita -</b>	<b>Assistant Graphic Designer</b>
<b>Apurba Kalita -</b>	<b>Assistant Graphic Designer</b>
<b>Satarupa Mishra -</b>	<b>Research Analyst</b>

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society

*V. Shankaran*  
Secretary General



Somesh Sharma  
**President**  
Akila Urankar  
**Deputy President**  
Jayant Mammen Mathew  
**Vice President**  
Sharad Saxena  
**Honorary Treasurer**

Acc/Cer/1142

August 2, 2017

Fax No.0361-2543416

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that M/s Arihant Advertising Agency (Agency Code No.10092), operating from S.R.C.B. Road, Fancy Bazar, Guwahati-781001(Assam) is accredited to the Indian Newspaper Society, as on date.

*V. Shankaran*  
(V. Shankaran)  
Project Director

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
State Project Director  
ARIAS Society



फाइल नं: - यूआईडीएआई / अरओ-GHY/IEC/51/2010/Vol-7/ 1016-17

FILE No: - UIDAI/RO- GHY/ IEC/51/2010/Vol-7/

भारत सरकार /Govt of India

संचार एवं सूचना प्रौद्योगिकी मंत्रालय/Ministry of Communications & I.T

इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी विभाग (डीईआईटीआई)/Department of Electronics & Information Technology (DeitY)

भारतीय विशिष्ट पहचान प्राधिकरण Unique Identification Authority of India (UIDAI)

Regional Office, Block-V, 1<sup>st</sup> Floor  
HOUSEFED Complex, Dispur, Guwahati-781006

Date: 03-11-2015

To

M/S. Arihant Advertisement Agency  
13 B,Gr Floor, Bee Gee Market, S.R.C.B. Road,  
Fancy Bazar Guwahati- 781 001

Sub: Work order for display of message on AADHAAR on the back panels of 100 nos of Auto Rickshaws at Agartala in the State of Tripura.

Ref: Your rate quotation submitted to this office on 16-05-2015

Sir,

With reference to the subject above, this office offer the work order for displaying the AADHAAR messages on the back panel of Auto Rickshaws at Agartala in the state of Tripura w.e.f 10-11-2015 as per the specification mentioned below.

- (i) The work should be executed by latest 10th November 2015 and the period of display will be for 2 (two) months.
- (ii) Size of the display materials (2X1.5) feet
- (iii) Display rates:

Place of display	Cost of display for 100 nos of Auto Rickshaws for two months including all tax in Rs.	Cost of printing of vinyl Banners for 100 Auto Rickshaws including all	Total in Rs
Agartala	80,000/-	14,400/-	94,400/-

Terms and Conditions:

- i) Pictorial evidence with display and nos of vehicles, Copy of agreement for two months with the owner or driver or Auto Union of the vehicles along with registration number shall have to be provided for verification of execution of work.
- ii) Payment of one time charges for printing and installation, transportation charges of display materials per auto rickshaws including local tax for display materials etc will be made after installation/display to the satisfaction of the Authority of RO UIDAI Guwahati and on submission of bill.

Conid. 2-2-

*J. Aditya*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Ananta*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*State Project Director*  
ARIAS Society

- iii) Monthly charges in triplicate copies showing the taxes, duties, other charges etc separately will be paid in the following calendar month on submission of the bill.
- iv) The applicable statutory taxes will be deducted as per rules.
- v) Any error noticed in the display of messages will cause rejection/termination of this work order.
- vi) The UIDAI RO Guwahati reserves the right to stop/discontinue the display of messages at any point of time.
- vii) The content of display messages should not be shared with any authority private/public/individuals.
- viii) Photographs of Auto Rickshaws back side including display and vehicles No. along with agreement copy with the Auto Rickshaws owner or driver or Auto union to be submitted along with the bill.

*J.M. Sarmah*  
03.11.2015  
(J.M.Sarmah)  
Deputy Director

Copy to

- 1) PAO RO, UIDAI Guwahati

*P. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*P. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*P. Nath*  
State In-charge Director  
ARIAD Society



इंडियन ऑयल कॉर्पोरेशन लिमिटेड  
एओडि - डिगबोई रिफाइनरी  
पो.ओ. डिगबोई, पिन-786171, असम

Indian Oil Corporation Limited  
AOD - Digboi Refinery  
P. O. Digboi, PIN: 786171, Assam  
Tel. : 03751-262000  
Fax : 03751-269015  
Website : www.iocl.com  
E-mail : aoddigboi@indianoil.in

असम ऑयल डिवीजन  
Assam Oil Division

Ref. No. CC-AD/12-722

Date 29.06.2017

To,  
Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001(Assam)  
Ph.(O) 2543942, 2607494

Dear Sir,

**SUB: NIT**

Kindly arrange to publish the enclosed NIT No. RDR17P141E dtd. 29.06.2017 in one issue of the following Newspapers as per standard design on 30.06.2017 in single column.

01	Business Standard	All Edns	English
02	The Assam Tribune	All Edns	English
03	Dainik Janambhumi	All Edns	Assamese
04	Dainik Purboday	All Edns	Hindi

Please note that, the advertisement should be published in vernacular language in vernacular newspaper.

Kindly ensure that the advertisements are published in the newspapers on the same date, which may be intimated to us.

Please send us your bill along with three original copies of the newspaper carrying the advertisement, in due course of time.

Yours faithfully,

Indian Oil Corporation Limited,  
(Assam Oil Division),

*for* *Handwritten signature*  
*29/6/17*

Chief Manager (T&D, CC&CSR)

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*S. Dey*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Handwritten signature*  
State Project Director  
ARIAS Society





असम ऑयल डिवीजन  
Assam Oil Division

इंडियन ऑयल कॉर्पोरेशन लिमिटेड  
एओडि - डिगबोई रिफाइनरी  
पो.ओ. डिगबोई, पिन-786171, असम

Indian Oil Corporation Limited

AOD - Digboi Refinery  
P. O. Digboi, PIN: 786171, Assam  
Tel. : 03751-262000  
Fax : 03751-269015  
Website : www.iocl.com  
E-mail : aoddigboi@indianoil.in



Ref. No. CC-AD/12-657

Date 12.05.2016

To,  
Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001(Assam)  
Ph.(O) 2543942, 2607494

Dear Sir,

**SUB: NIT**

Kindly arrange to publish the enclosed NIT No. DRE2165019 dtd. 09.5.2016, DRE2165020 dtd. 07.5.2016 & DRE2165022 dtd. 13.5.2016 & RDR16PO56E in one issue of the following Newspapers as per standard design on 13.05.2016 in single column.

01	The Sentinel	All Edns	English
02	Dainik Janambhumi	All Edns	Assamese
03	Sentinel	All Edns	Hindi

RDR16PO56E

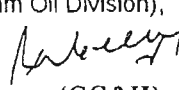
01	The Hindustan Times	All Edns	English
02	The SEntinel	All Edns	English
03	Dainik Janambhumi	All Edns	Assamese
04	Sentinel	All Edns	Hindi

Please note that, the advertisement should be published in vernacular language in vernacular newspaper. Kindly ensure that the advertisements are published in the newspapers on the same date, which may be intimated to us.

Please send us your bill along with three original copies of the newspaper carrying the advertisement, in due course of time.

Yours faithfully,

Indian Oil Corporation Limited,  
(Assam Oil Division),

  
Manager (CC&H)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society



इंडियन ऑयल कॉर्पोरेशन लिमिटेड  
(असम ऑयल डिवीजन) पो. ओ. डिगबोई, असम, पिन - ७८६१७१  
**Indian Oil Corporation Limited**  
(Assam Oil Division) P.O. DIGBOI, Assam, Pin - 786171



Ref. No. CC-AD/12-560

Date: 11.05.2015

To,  
Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001(Assam)  
Ph.(O) 2543942, 2607494

Dear Sir,

**SUB: NIT**

Kindly arrange to publish the enclosed NIT No. SBP/LPG/R&M/PT/2015-16/01 in one issue of the following Newspapers as per standard design on 12.05.2015 in single column.

01	Hindu	All Edns	English
02	Dainik Jagaran	Delhi + NCR	Hindi
03	The Assam Tribune	All Edns	English
04	Aamar Axom	All Edns	Assamese

Please note that, the advertisement should be published in vernacular language in vernacular newspaper.

Kindly ensure that the advertisements are published in the newspapers on the same date, which may be intimated to us.

Please send us your bill along with three original copies of the newspaper carrying the advertisement, in due course of time.

Yours faithfully,

Indian Oil Corporation Limited,  
(Assam Oil Division),

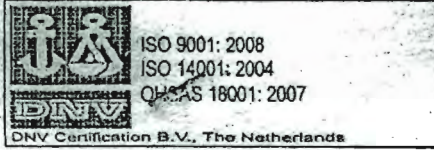
*Subramanian*  
11/5/15  
Manager (CC&H)

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
State Project Director  
ARIAS Society





**NUMALIGARH  
REFINERY  
LIMITED**



A GOVERNMENT OF INDIA UNDERTAKING

Ref: NRL/Contracts/839/16-17/VOL-I

30<sup>th</sup> May, 2017

Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar Guwahati - 781001  
Ph: 0361-2543942/2516334 :: Fax: 0361-2543416  
[arihant02@yahoo.com](mailto:arihant02@yahoo.com); [arihant02@gmail.com](mailto:arihant02@gmail.com); [arihantghy12@gmail.com](mailto:arihantghy12@gmail.com)  
Sub: Release of advertisement

Dear Sirs,

Kindly arrange to release the enclosed NITs in single col. Cm in the following newspapers on 31<sup>st</sup> May, 2017

1. The Assam Tribune
2. The Telegraph (North Bengal)
3. The Hindu (All edition)
4. Business Standard (All edition)

Kindly show us the layout of the aforesaid advertisement before publishing the same. Also, you are advised to submit a copy of each of the advertisements as soon as they get released in the Newspapers for our record,

The bills in triplicate should be submitted to this office along with copies of advertisement published in the above newspapers and rate cards of the newspapers.

Thanking you.

Yours faithfully,  
For Numaligarh Refinery Limited,

( G S Gogoi )  
CM (Commercial )

Encl : as above.

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*J. Nath*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*S. S. Saha*  
State Project Director  
ARIAS Society

Please reply to Refinery Office :  
REFINERY OFFICE : Pankagrani, P.O : Numaligarh Refinery Complex, Dist. : Golaghat, Assam, Pin - 785 699, Fax : 0376-265514, EPABX - 03776-265-593 / 594 / 413,  
Commercial Dept. : Phone - 0376-265545 / 265517 / 265538 Fax : 0376-265514 E-mail : [comm1@nrl.co.in](mailto:comm1@nrl.co.in)

REGISTERD OFFICE  
122A, G.S.Road, Christianbasti  
Guwahati-781005  
Phone : (0361) 2265270  
Telefax : (0361) 2263604

COORDINATION OFFICE  
Tolstoy House, 6<sup>th</sup> Floor, 15-17, Tolstoy Marg  
New Delhi - 110 001 (India)  
Phone : (011) 3739411, 3343902

KOLKATA OFFICE  
Gillandar House, B-Block, 1<sup>st</sup> Floor,  
8, Netaji Subhas Road, Kolkata - 700 001  
Phone : (033) 22212676 / 22212677 / 22212678





**Dr N. Premchand**  
Director  
**EMRC**

**Educational Multimedia Research Centre**  
Manipur University, Canchipur, Imphal -795 003, Manipur, India  
Tele: 0385-2435805, 2435018 (O), 0385-2441883 (R).  
Fax: 0385-2435564, e-mail: emmrcimp@yahoo.co.in

Ref. No. MU/AV-25/Est./03 / 207

8th September 2016

To  
M/S. Arihant Advertising Agency  
SRCB Road  
Fancy Bazar  
Guwahati - 781001

Subject - Publication of Advertisement

Sir,

I am to enclose herewith an advertisement dated the 8th September, 2016 for appointment against some vacant posts of EMRC, Manipur University and to request you to publish in the Times of India, Guwahati edition for one single insertion only in minimum space. Bill in triplicate may be submitted for early payment.

With regards,

Encl: a.a.

Yours sincerely

(Dr. N. Premchand)  
Director

186/73  
dt 03/10/16

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

State Project Director  
ARIAS Society



**Manipur University**  
Canchipur, Imphal -795 003  
Manipur, INDIA

No.MU/6/14/2015/Admn.I / 957

Date. 17<sup>th</sup> Dec, 2015

To

M/S ARIHANT ADVERTISING AGENCY  
SRCB Road  
Fancy Bazar,  
Guwahati – 781 001  
Fax: 0361 - 2543416

Subject: - Publication of Advertisement in Times of India Eastern Edition only.

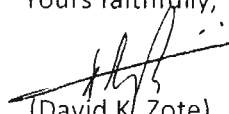
Dear Sir,


I am to enclose herewith advertisement No. 2/2015 dated 16 December, 2015 of Manipur University and to request you kindly to publish it in the Times of India Eastern Edition by single insertion only.

Bill in triplicate along with a photocopy of this letter dated 16 December, 2015 may please be submitted to the Registrar, MU for payment.

Encl: a.a.

Yours faithfully,

  
(David K. Zote)  
Deputy Registrar (Admn.)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

25/12/15  
20/12/15

  
State Project Director  
ARIAS Society



भारतीय प्रौद्योगिकी संस्थान गुवाहाटी  
INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI

Mr. K.C. Das  
Asst. Registrar (Admn.)

Guwahati : 781039  
Phone (DID) : EPABX : (0361) 2583000  
: Direct : (0361) 258-2042  
Fax : (0361) 2690762  
Email : kushal@iitg.ernet.in

REF: IITG/R/01/2016-17/3302.A  
DATE: 06.07.2017

To  
M/S. Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001.

Dear Sir,

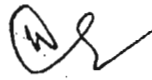
Enclosed please find copies of Advertisements of the Indian Institute of Technology Guwahati. You are requested to take necessary action to publish the following advertisements as per the enclosed format on or before 08.07.2017 under the agreed terms and conditions:-

1. The Business Standard (All Editions) - Size 8x7 cm
2. The Assam Tribune (All Editions) - Size 8x7 cm

Please submit your bill in triplicate after publication of the advertisements with two copies of the relevant issue of the Newspaper quoting the reference number and date of this letter.

Yours sincerely,

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
(K.C. Das)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society





भारतीय प्रौद्योगिकी संस्थान गुवाहाटी  
INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI

Mr. K.C. Das  
Asst. Registrar (Admn.)

Guwahati : 781039  
Phone (DID) : EPABX : (0361) 2583001  
: Direct : (0361) 258-204  
Fax : (0361) 2690762  
Email : kushal@iitg.ernet.in

REF: IITG/R/01/2016-17/ 4942  
DATE: 30.09.2016

To  
M/S. Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001.


Dear Sir,

Enclosed please find copies of Advertisements of the Indian Institute of Technology Guwahati. You are requested to take necessary action to publish the following advertisements as per the enclosed format on or before 01.10.2016 under the agreed terms and conditions:-

1. The Assam Tribune (All Editions) – Size 8x3 cm
2. The Assam Tribune (All Editions) – Size 8x3 cm
3. The Assam Tribune (All Editions) – Size 8x3 cm

Please submit your bill in triplicate after publication of the advertisements with two copies of the relevant issue of the Newspaper quoting the reference number and date of this letter.

Yours sincerely,

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



(K.C. Das)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society



भारतीय प्रौद्योगिकी संस्थान गुवाहाटी  
INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI

Mr. D. Sharma  
Dy. Registrar (Admn.)

Guwahati : 781039  
Phone (DID) : EPABX : (0361) 2583000  
: Direct : (0361) 258-2041  
Fax : (0361) 2690762  
Email : hosadmin@iitg.ernet.in

REF: IITG/R/01/2015-16/ 2485

DATE: 11.08.2015

To

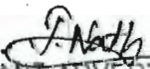
M/S. Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati- 781001.


Dear Sir,

Enclosed please find a copy of Advertisement of the Indian Institute of Technology Guwahati. You are requested to take necessary action to publish the advertisement in "The Assam Tribune (All Editions) positively on or before 12.08.2015 as per the enclosed format of (8x5) sq. cm each and under the agreed terms and conditions.

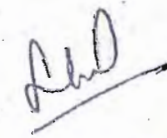
Please submit your bill in triplicate after publication of the advertisement with two copies of the relevant issue of the Newspaper quoting the reference number and date of this letter.

Yours sincerely,

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

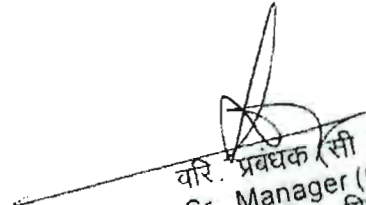
  
(D. Sharma)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society

**To whom so it may ever concern**

This is to certify that M/s. Arihant Advertising Agency, 13, Bee Gee Market, Ground Floor, S.R.C.B. Road, Fancy Bazar, Guwahati-781001 is our Empanelled Advertising Agency and has been providing us with their services for designing, conceptualization, printing, Media Plans and release of advertisements in National, Local & Regional Newspapers, Magazines, periodicals etc. as per our instructions within stipulated time to the fullest satisfaction.

  
वरि. प्रबंधक (सी सी)  
Sr. Manager (CC)  
नीपको लि. शिलांग  
NEEPO Ltd. Shillong

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society





पावर ग्रिड कारपोरेशन ऑफ इंडिया लिमिटेड  
(भारत सरकार का उद्यम)  
**POWER GRID CORPORATION OF INDIA LIMITED**  
(A Government of India Enterprise) पावरग्रिड



डंगती, लोअर नोंगराह, लापालांग, शिलांग-793006 (मेघालय), दुरभाष : (0364) 2536683 फैंक्स : (0364) 2536387  
Dongtieh, Lower Nongrah, Lapalang, Shillong -793006 (Meghalaya)  
Telephone : (0364) 2536683 (Off.), Fax : (0364) 2536387

उत्तर पूर्वी क्षेत्र पारेषण प्रणाली / NORTH EASTERN REGION TRANSMISSION SYSTEM


संदर्भ संख्या / Ref. No. NERTS/HR-PR/2017/

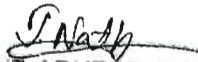
दिनांक / Date

11/08/2017

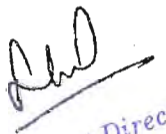
**To whom so it may ever concern**

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(A.K. BORTHAKUR) 11.08.2017  
Dy. General Manager(HR)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society

केन्द्रीय कार्यालय : "सौदामिनी" प्लॉट नं. - 2, सेक्टर - 29, गुड़गाँव - 122001, दुरभाष : 0124 - 2571700 - 719  
Corporate Centre: "Saudamini", Plot No. 2, Sector - 29, Gurgoan - 122001, Tel No. 0124 - 2571700 - 719

स्वहित एवं राष्ट्रहित में ऊर्जा बचाएं

P O DULIAJAN  
DIST. DIBRUGARH  
ASSAM, 786 602  
TEL : (0374) 2800202, 2800221, 2800582  
(0374) 2800556, 2800558  
FAX : (0374) 2800557  
e-mail : info@assamgas.org  
Visit us : www.assamgas.org



CIN OF AGCL : U11101AS1962SGC001184

12/PR/CC/91/59/1/132

Date - 12.08.2017

TO WHOM IT MAY CONCERN

This is to certify that M/s. Arihant Advertising Agency, 13, Bee Gee Market, Ground Floor, S.R.C.B. Road, Fancy Bazar, Guwahati-781001 is our Empanelled Advertising Agency and has been providing us with their services for designing, conceptualization, printing, Media Plans and release of advertisements in National, Local & Regional Newspapers, Magazines, periodicals etc. as per our instructions within stipulated time to the fullest satisfaction.

*(Signature)* 12.08.2017

(D.C. Phukan)

Chief Manager (HR&A)

Chief Manager (HR&A)  
Assam Gas Co Ltd.  
Duliajan

*(Signature)*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*(Signature)*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*(Signature)*  
State Project Director  
ARIAS Society or  
Arias Society



**MEGHALAYA CEMENTS LIMITED**

CIN- U26942ML2003PLC007125




Dated : 14<sup>th</sup> Aug'17

**To whom so ever it may concern**

This is to certify that M/s. Arihant Advertising Agency, 13, Bee Gee Market, Ground Floor, S.R.C.B. Road, Fancy Bazar, Guwahati-781001 is our Empanelled Advertising Agency and has been providing us with their services for designing, conceptualization, printing, Media Plans and release of advertisements in National, Local & Regional Newspapers, Magazines, periodicals etc. as per our instructions within stipulated time to the fullest satisfaction.

Thanking You,

For,  
MEGHALAYA CEMENTS LIMITED

  
Dr. ANIL KAPUR  
PRESIDENT,  
(SALES & MARKETING)

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



Sales & Marketing Office :  
Mega Plaza, 4th Floor, Christian Basu  
G.S. Road, Guwahati - 781 005  
Tel. : 0361 2345421/22/23, Fax : 0361 2345419  
E-mail : guwahati@topcem.in

Kolkata :  
BE-77, Salt Lake City  
Sector-1, Kolkata - 700 064  
Tel. : 033 2334 0666 / 0004  
Fax : 033 2334 0505  
E-mail : kolkata@topcem.in

Registered Office :  
Village: Thangskai, P.O. & P.S. Lumshong  
District : East Jaintia Hills, Meghalaya. PIN: 793210  
Tel. : 9402198262  
Fax : 9402198192  
E-mail : meghalaya@topcem.in



  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society





पावर फाइनेंस कॉर्पोरेशन लिमिटेड  
POWER FINANCE CORPORATION LTD.

(भारत सरकार का उपक्रम)

(A Govt. of India Undertaking)

(आई.एस.ओ. 9001:2008 प्रमाणित)

(ISO 9001:2008 Certified)

No. 02:09:97:1:15-16:Misc.

PO No. 01/ 2015-16  
01<sup>st</sup> April 2015

M/s Arihant Advertising Agency  
13B, Gr. Floor, Bee Gee Market  
SRCB Road, Fancy bazar  
Guwahati – 781 001 (Assam)

**Subject: Appointment of Event Manager for Making Arrangements for Power Minister's Conference.**

Dear Sir,

Please refer to your quotation dtd. 30.03.2015 and subsequent negotiated offer after negotiation held with our committee members for Appointment of Event Manager for Making Arrangements for Power Minister's Conference on 9/10<sup>th</sup> April, 2015 at Guwahati

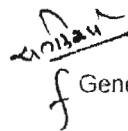
We are pleased to place the order for appointing you as Event Manager for arrangement of above event on 09-10<sup>th</sup> April 2015 at Guwahati for a total value of Rs. 3,16,479/- exclusive of tax as per the enclosed Annexure.

Your representative will have to co-ordinate with Shri D.R.Dhondial, DGM (Admin) of PFC and the undersigned who are authorized to approve any change, if considered necessary.

You are requested to return one copy of this letter duly signed towards acceptance of above contract.

Thanking you,

Yours faithfully,

  
(R.K. Bhardwaj)  
General Manager (Admin)



ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society



# NATIONAL EDUCATION FOUNDATION TRUST

(A Charitable Trust registered under Indian Trusts Act, 1882, Registered u/s 12A of I.T. Act, 1961)

G.M.C.H. Road, Ananda Nagar, Christianbasti, Guwahati-781005, Assam

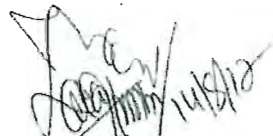
Tel : 0361-2342423, Cell : 098640 94466 • e-mail : nefghy@gmail.com • www.nefcollege.org

NEF/Advt/2017/315

14<sup>th</sup> August, 2017

## TO WHOM SO IT MAY EVER CONCERN

This is to certify that M/s Arihant Advertising Agency, 13, Bee Gee Market, Ground Floor, SRCB Road, Fancy Bazar, Guwahati-781001 is our Empanelled Advertising Agency and has been providing us with their services for designing, conceptualisation, printing, Media Plans and release of advertisements in National/ Local and Regional Newspapers, Magazines, Periodicals etc. as per our instructions within stipulated time to the fullest satisfaction.

  
Managing Trustee  
Managing Trustee  
National Education Foundation Trust  
Guwahati

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society

**NORTH EASTERN ELECTRIC POWER CORPORATION LIMITED**

( A Govt. of India Enterprise )

**BROOKLAND COMPOUND : LOWER NEW COLONY : SHILLONG**

\*\*\*\*\*

No.PERS/27/4/215

Dated, Shillong the 17<sup>th</sup> June 2016

To

M/S Arihant Advertising Service  
13B,Gr.Floor,Bee Gee Market  
S.R.C.B.Road,Fancy Bazar  
Guwahati-781001(Assam)

Sub: **Printing and Supply of NEEPCO Brochures in bilingual(Russain and English).**

Sir,

With reference to the above, we are pleased to offer you the job of printing and supply of NEEPCO Brochures as per rates as specified by you vide QuotationNo.AAA/004/Quotation, dated 16.06.2016 and as per and terms and conditions as stated below:

1. Rates quoted should be inclusive of all taxes and duties, freight and insurance and FOR New Delhi. In case of any difference between the rate quoted in figure and in words, the rate quoted in words will prevail.
2. The quantity of the publication to be supplied may increase or decrease for which no variation of quoted rates will be allowed.
3. Specification/Type/Quality of the publications as selected should be strictly adhered to. Unspecified/Poor quality shall not be accepted by the Corporation.
4. Dummy (proof) copies (completed in all respects) should be submitted for necessary approval prior to final printing.
5. The publications will have to be supplied within 10(ten) days of supply of materials to be printed.
6. Penalty for delay in supply within the stipulated date, other than force majeure conditions, shall be levied at 1% per week subject to a maximum of 10% of the total value of the work.
7. As per standard rules of the Corporation, advance payment for the work is not admissible. Full payment will be made after receipt of publications in full and in good condition, for which bills are to be submitted to this Office in triplicate.
8. Packing/delivery terms and conditions may be complied with as per attached shipping manual and handling tariff for INNOPROM Russia 2016 11 th – 14 th July 2016 Ekaterinburg, Russia




(L.A. Kharmawphlang)  
Sr.Manager(CC)

No.PERS/27/4/215-17

Dated, Shillong, the 17<sup>th</sup> June 2016

Copy to:

1. Sr.Manager (F) Bills, NEEPCO, Shillong for kind information.

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
Sr. Manager(CC)

  
State Project Director  
ARIAS Society

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001



P O. DULIAJAN  
DIST. DIBRUGARH  
ASSAM, 786 602  
TEL : (0374) 2800202, 2800221, 2800582  
(0374) 2800556, 2800558  
FAX : (0374) 2800557  
e-mail : info@assamgas.org  
Visit us : www.assamgas.org



CIN OF AGCL : U11101AS1962SGC001184

No.IM/HR&A/Pt.-VII/2017/12

Date – 07.02.2017.

✓ To  
M/s Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati – 781001

Sub – Work Order for Display Board printing for policy on prevention, prohibition & redressal of sexual harassment of Women at workplace under the Sexual Harassment of Women at Workplace Act, 2013.

Dear Sir,

With reference to the above , we are pleased to place our work order for the following job-

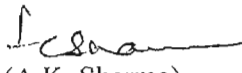
<u>Description of work</u>	<u>Size</u>	<u>Rate (Rs.)</u>	<u>Quantity</u>	<u>Amount (Rs.)</u>
1. Printing of Company's Logo And write up about the policy on 5 mm Sun Board	2ft X 2ft.	225.00 per sq. ft.	18 Nos.	16,200.00
				Rs. 16,200.00
				Rs. 2,430.00
				-----
				Total Rs. 18,630.00

( Rupees eighteen thousand six hundred thirty only )

Terms and Conditions

1. The work must be completed and delivered in Duliajan within 25<sup>th</sup> January., 2017.
2. All the materials must be supplied by the firm
3. Payment will be made after satisfactory completion of work on submission of Bill

Yours faithfully,

  
(A.K. Sharma)  
Managing Director

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society

P. O. DULIAJAN  
DIST. DIBRUGARH  
ASSAM, 786 602  
TEL : (0374) 2800202, 2800221, 2800582  
(0374) 2800556, 2800558  
FAX : (0374) 2800557  
e-mail : info@assamgas.org  
Visit us : www.assamgas.org



CIN OF AGCL : U11101AS1962SGC001184

No. EXH/AGCL/3/92/11/37

Date - 07.02.2017.

To  
M/s Arihant Advertising Agency  
S.R.C.B. Road, Fancy Bazar  
Guwahati - 781001

Sub - Work Order for installation and decoration of AGCL's Exhibition Stall at Maniram Dewan Trade Centre, Guwahati, Assam on the occasion of National Level Vendor Development Programme cum MSME Expo 2017 organized by MSME Development Institute, Govt. of India, Bamunimaidam, Guwahati- 1 in association with Industries and Commerce Deptt. Govt. of Assam from 20<sup>th</sup> to 21st January, 2017

Dear Sir,

With reference to the above, we are pleased to place our work order for the above work at the cost of Rs. 43,608.00 only as per terms and conditions mentioned below.

Description of work	Qty. (Sq. ft.)	Rate (Rs.) (Per Sq. ft.)	Total (Rs.)
1. construction of back wall with colourful flex design, 20ft x 8ft	160 Sq. ft.	70.00	11,200.00
2. construction of side wall with colourful flex design, 10ft x 8ft	80 Sq. ft.	70.00	5,600.00
3. Front Facia Board 10ft. x 1.5ft. x 2 Nos.	30 Sq. ft.	70.00	2,100.00
4. Side Facia Board 8ft. x 1.5ft	12 Sq. ft.	70.00	840.00
5. Column 1ft x 8ft. x 3 Nos.	24 Sq. ft.	70.00	1,680.00
6. Table Cover, Top & Sides (Vinyl)			1,500.00
7. Conceptualisation of the stall, fitting, transportation etc.			15,000.00
		Total cost-	Rs. 37,920.00
		Service tax @15 % -	Rs. 5,688.00
		Grand Total -	Rs. 43,608.00

(Rupees forty three thousand six hundred eight only.)

*Sougar*  
ARIHANT ADVERTISING AGENCY - 1  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*Asw*  
State Project Director  
ARIAS Society

IN  
KUGARH  
M, 786 602  
TEL : (0374) 2800202, 2800221, 2800582  
(0374) 2800556, 2800558  
FAX : (0374) 2800557  
e-mail : info@assamgas.org  
Visit us : www.assamgas.org




CIN OF AGCL : U11101AS1962SGC001184

Terms and Conditions

1. The work must be completed on 19<sup>th</sup> January, 2017.
2. All the materials must be supplied by the firm
3. Payment will be made after satisfactory completion of work on submission of Bill

Yours faithfully,

  
(A.K. Sharma)  
Managing Director

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

  
State Project Director  
ARIAS Society





**OFFICE OF THE MISSION DIRECTOR,  
NATIONAL HEALTH MISSION, ASSAM**  
Saikia Commercial Complex, Christian Basti, Sri Nagar G.S. Road, Guwahati-5  
Website : [www.nrhmassam.in](http://www.nrhmassam.in) E\_mail ID : [misnrhm.assam@gmail.com](mailto:misnrhm.assam@gmail.com)

No. NHM/IEC-BCC/Tender/EOI/2016-17/2973/Pt-2

Dated:29/05/2017

To,

M/S North East Yellow Pages  
G.S. Road, Guwahati

Sub: Award of contract for Designing & Translation of Printing Materials for NHM, Assam.

Ref: Tender No: NHM/IEC-BCC/Tender/EOI/2016-17/2973/Pt-2/22268 dated: 18/03/2017


Sir/Madam,

With reference to the above regarding the work, "Designing & Translation of Printing Materials for NHM, Assam", you are hereby informed that the rates quoted by you for the work as shown below have been approved as L1 rate.

- Designing of NHM messages (Per Design including adaptation = Rs. 4,025/- (Inclusive of all Taxes)
- Translation (Per 100 word in any language) = Rs. 172.50/- (Inclusive of all Taxes).
- DTP (Per Page)= Rs. 57.50/- (Inclusive of all Taxes).
- Modification (Per Design)= Rs. 575.00/- (Inclusive of all Taxes).

You are requested to kindly deposit the Bank Guarantee of Rs. 50,000/- (Fifty Thousand only) as security deposit by 6<sup>th</sup> June 2017 and sign the Deed of Agreement for works/services having validity not less than three years from the date of signing of the Agreement.

Yours Sincerely

  
Mission Director  
NHM, Assam

Dated: 29/05/2017


No. NHM/IEC-BCC/Tender/EOI/2016-17/2973/Pt-2

Copy to:

1. Director Finance, NHM, Assam for Kind Information.

  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

North East Yellow Pages  
  
Authorized Signatory

  
Mission Director  
NHM, Assam

  
State Project Director  
ARIAS Society



**OFFICE OF THE MISSION DIRECTOR,  
NATIONAL HEALTH MISSION, ASSAM**

Salkia Commercial Complex, Christan Basti, Sri Nagar G.S. Road, Guwahati-5

Website : [www.nrhmassam.in](http://www.nrhmassam.in) E\_mail ID : [misnrhm.assam@gmail.com](mailto:misnrhm.assam@gmail.com)

No. NHM/Design-IEC/BCC/2015-16/2554/(Pt1)/ 1596

Date: 9/8/2017

To,  
North East Yellow Pages  
Christian Basti, Guwahati

**Work Order**

Work Order is hereby placed for the design of various print advertisements, design of leaflets, standees, posters, banners & folders under NHM, Assam.

Sl. No.	Description (Design/Modify)	Size	Date
1	IDCF Half Page Newspaper ad English New Design	32 X 25 cm	May-22
2	IDCF Half Page Newspaper ad Assamese New Design	32 X 25 cm	May-22
3	IDCF Assamese Leaflet 4 pages New design	1/8 demy	May-23
4	IDCF Assamese poster 1 page New design	50 X 73 cm	May-24
5	IDCF Assamese banner New design	48 X 30 inches	May-24
6	IDCF English Leaflet 4 pages New design	1/8 demy	May-25
7	IDCF English poster 1 page New design	50 X 73 cm	May-26
8	IDCF English banner New design	48 X 30 inches	May-27
9	NEC Conclave English Leaflet Design 4 pages New Design	1/8 demy	May-29
10	IDFC Bag Design New Design	24 x14cm	Jun-07
11	IDCF Badge Design New Design	2cm Radius	Jun-07
12	IDCF Newspaper Half page ad English New Design	32 X 25 cm	Jun-10
13	IDCF Newspaper Half page ad Assamese New Design	32 X 25 cm	Jun-10
14	Yoga Newspaper ad English Quarter page New Design	16 X 25 cm	Jun-12
15	Yoga Newspaper ad Assamese Quarter page New Design	16 X 25 cm	Jun-12
16	Yoga Newspaper Eng & Assamese Strip Ad (3 each) Total 6 New Design	30 X 5 cm	Jun-13
17	Yoga newspaper ad English Quarter Page New Design	16 X 25 cm	Jun-13
18	Invitation letter Tea Garden MMU New Design	17 X 12cm	Jun-13
19	Yoga Logo Translation to Assamese		Jun-14
20	Yoga newspaper ad English Quarter Page New Design	16 X 25 cm	Jun-14
21	Backdrop design Assam Health mobile service Tea population	40 X 14 ft	Jun-14
22	Yoga Strip Ad English New Design	30 X 5 cm	Jun-15
23	Newsletter Design 4 pages A4 size New Design	A4 Size (4 Pages)	Jun-16
24	Yoga Strip Ad Assamese New Design	30 X 5 cm	Jun-16
25	Yoga Strip Ad English New Design	30 X 5 cm	Jun-16
26	Tea Garden MMU Half Page Assamese Ad New Design	32 X 25 cm	Jun-16

*Signature*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

North East Yellow Pages  
*Signature*  
Authorised Signatory

*Signature*  
State Project Director  
ARIAS Society



27	MMU leaflet 4 pages Assamese New Design	A4 Size (4 Pages)	Jun-17
28	Yoga newspaper ad English Quarter Page New Design	16 X 25 cm	Jun-17
29	Yoga newspaper ad Assamese Quarter Page New Design	16 X 25 cm	Jun-17
30	Yoga Assamese Strip Ad New Design	30 X 5 cm	Jun-18
31	Yoga English Strip Ad New Design	30 X 5 cm	Jun-18
32	Tea Garden MMU Assamese Half page ad New Design	32 X 25 cm	Jun-18
33	Yoga Assamese Quarter page ad New Design	16 X 25 cm	Jun-18
34	Yoga Assamese Strip Ad New Design	30 X 5 cm	Jun-19
35	Yoga English Strip Ad New Design	30 X 5 cm	Jun-19
36	Tea Garden MMU Assamese Newspaper Full page Ad New Design	32 X 50cm	Jun-19
37	Tea Garden MMU English Newspaper Full page Ad-New Design	32 X 50cm	Jun-19
38	104 Quarter page Ad Assamese New Design	16 X 25 cm	Jun-22
39	Family Planning Half Page Assamese Ad New Design	32 X 25 cm	Jun-24
40	Family Planning Strip Ad Assamese New Design	30 X 5 cm	Jun-24
41	Family Planning Strip Ad English New Design	30 X 5 cm	Jun-24
42	Family Planning Leaflet 4 Pages Assamese New Design	1/8 demy	Jun-26
43	Family Planning Strip Ad Assamese New Design	30 X 5 cm	Jun-26
44	Family Planning Strip Ad English New Design	30 X 5 cm	Jun-26
45	Family Planning Banner Assamese New Design	48 X 30 inches	Jun-28
46	Family Planning Banner English New Design	48 X 30 inches	Jun-28
47	Family Planning Banner Bengali New Design	48 X 30 inches	Jun-28
48	World Diabetes Day Quarter Page New Design	16 X 25 cm	Jun-28
49	World Hypertension Day Half Page New Design	32 X 25 cm	Jun-28
50	WPF Poster Assamese New Design	50 X 73 cm	Jun-29
51	WPF Poster English New Design	50 X 73 cm	Jun-29
52	WPF Poster Bengali New Design	50 X 73 cm	Jun-29
53	JE Quarter Page Ad English New Design	16 X 25 cm	30-Jun
54	Dengue Quarter Page Ad New Design	16 X 25 cm	Jul-01
55	JE Quarter Page Ad Assamese New Design	16 X 25 cm	Jul-01
56	Family Planning Leaflet 4 Pages English New Design	1/8 demy	2-Jul
57	Family Planning Half Page Assamese Ad New Design	32 X 25 cm	Jul-03
58	Family Planning Half Page English Ad New Design	32 X 25 cm	Jul-03
59	Community Health Officer Brochure Design - Total 6 pages	A4 Size	Jul-04
60	Community Health Officer Poster New Design	50 X 73 cm	Jul-04
61	Family Planning Half Page Assamese Ad New Design	32 X 25 cm	Jul-05
62	Mission Pariwaar Vikas Bengali Half Page Ad New Design	32 X 25 cm	Jul-05
63	WPF Strip Ad Assamese New Design	30 X 5 cm	Jul-07
64	WPF Strip Ad English New Design	30 X 5 cm	Jul-07
65	Mission Pariwaar Vikas Bengali Half Page Ad New Design	32 X 25 cm	Jul-07
66	WPF Half Page Assamese Ad New Design - Total 2	32 X 25 cm	Jul-10
67	WPF Half Page English Ad New Design - Total 2	32 X 25 cm	Jul-10
68	JE Quarter Page Ad Assamese New Design	16 X 25 cm	Jul-11
69	Display Board WPF New Design		Jul-11
70	World Population (Stability) Fortnight Half Page Ad Assamese New Design	32 X 25 cm	Jul-12

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71	World Population (Stability) Fortnight Half Page Ad English New Design	32 X 25 cm	Jul-12
72	Atal Amrit Abhiyan Quarter Page Assamese Ad New Design	16 X 25 cm	Jul-14
73	H1N1 Quarter Page English Ad New Design	16 X 25 cm	Jul-14
74	Atal Amrit Abhiyan Quarter Page English Ad New Design	16 X 25 cm	Jul-14
75	H1N1 Quarter Page Assamese Ad New Design	16 X 25 cm	Jul-15
76	H1N1 Quarter Page English Ad New Design	16 X 25 cm	Jul-15
77	Tea Garden MMU Assamese Leaflet 4 pages New Design	1/8 demy	Jul-16
78	Atal Amrit Abhiyaan Assamese Leaflet 4 pages New Design	1/8 demy	Jul-17
79	CM Free Diagnostic Services Assamese Leaflet 4 pages New Design	1/8 demy	Jul-17
80	Atal Amrit Abhiyaan Assamese Half Page Ad New Design	32 X 25 cm	Jul-17
81	Atal Amrit Abhiyaan English Half Page Ad New Design	32 X 25 cm	Jul-17
80	HBNC Voucher Modification - 4 Languages		20.07.2017
81	NDD Assamese Badge New Design	2cm Radius	Jul-21
82	NQAS Banner New Design	6x4 ft	Jul-24
83	Dinner Party Invitation New Design	5x8	Jul-24
84	Dinner Party Standee New Design	4x6 ft	Jul-25
85	Cancer Awareness Standee New Design	4x6 ft	Jul-25
86	National Deworming Day Banner Assamese New Design	48 X 30 inches	26-Jul
87	National Deworming Day Banner English New Design	48 X 30 inches	27-Jul
88	National Deworming Day Banner Bengali New Design	48 X 30 inches	28-Jul
89	NDD ASHA Leaflet Assamese New Design - 2 Pages	1/4 demy	28-Jul
90	NDD ASHA Leaflet Bengali New Design - 2 Pages	1/4 demy	29-Jul
91	NDD ASHA Leaflet English New Design - 2 Pages	1/4 demy	30-Jul
92	NDD Teachers Leaflet Assamese New Design - 4 Pages	1/8 demy	30-Jul
93	NDD Teachers Leaflet Bengali New Design - 4 Pages	1/8 demy	31-Jul
94	NDD Teachers Leaflet English New Design - 4 Pages	1/8 demy	31-Jul
95	NDD Poster Assamese New Design	50 X 73 cm	31-Jul
96	NDD Poster Bengali New Design	50 X 73 cm	31-Jul
97	NDD Poster English New Design	50 X 73 cm	31-Jul

The bills in triplicate may be submitted along with the original work order and copy of the publication to the undersigned for arranging payment.




**Executive Director  
NHM, Assam**



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ARIAS Society



GOVERNMENT OF ASSAM  
ASSAM STATE RURAL LIVELIHOODS MISSION SOCIETY  
PANCHAYAT AND RURAL DEVELOPMENT DEPARTMENT.

SIVA NATH GOGOI PATH, NABAIYOTI NAGAR, PANJABARI, GUWAHATI, ASSAM-781037  
Landline: 0361-2330542 Email: [asrlms.india@gmail.com](mailto:asrlms.india@gmail.com) website: [www.asrlms.in](http://www.asrlms.in)

No. ASRLMS/IEC(III)/468/2015-16 /50

Dated:31-10-2016

To,

North East Yellow Pages  
E1 Block Paarijat Mansion  
Christian Basti, G.S.Road  
Guwahati-05

Sub: Work order for Designing, Developing and Printing of Letter Head for Assam Skill Summit  
Sir,

With reference to subject cited above, I am to request you to make necessary arrangement for Designing, Developing and Printing of Letter Head for State Mission Director and Office General Correspondence as per details mentioned below:

Sl. No	Brief Description of Service	Specifications	Qty	Rate (In Rs)	Total Amount*	Place of Delivery
1	Designing, Developing and Printing of Letter Head for Assam Skill Summit of: • State Mission Director	• Size: A4 • Multi Colour Printing on Single Side • 100 GSM Bond Paper • Golden Embossing of Logo	2750 (nos)	65.00	1,78,750.00	SMMU (within 7 days)
2	Designing, Developing and Printing of Letter Head for Assam Skill Summit of: • Office General Correspondence	• Size: A4 • Multi Colour Printing on Single Side • 100 GSM Bond Paper	3500 (nos)	30.00	1,05,000.00	SMMU (within 7 days)

\*The amount is excluding of all applicable taxes.

You are requested to submit necessary bills/vouchers in duplicate after completion of the work for necessary payment duly certified by concerned officials of ASRLMS.

This is for information and necessary action.

Yours faithfully,

*Soumya*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

North East Yellow Pages  
*Soumya*  
Authorised Signatory

*NK*  
(Nitin Khade, IAS)  
State Mission Director  
ASRLMS

Memo No. ASRLMS/IEC(III)/468/2015-16 /50

Dated:31-10-2016

Copy to:

- The Accounts Branch, SMMU ASRLMS for information.
- Office Copy.

*Adh*  
State Project Director  
ARIAS Society

No. P (30)/PIB-SH/2016  
Press Information Bureau  
Government of India  
-----

Dated Shillong  
Jan 06<sup>th</sup>, 2017

To

The North East Yellow Pages  
E1 Block 2, Parijat Mansion, M G Path,  
Christian Basti, Guwahati-781005

Sub: Designing of Brochures

With reference to your quotation for designing of brochures and handouts you are requested for designing of brochures on 'Demonetisation: Frequently asked questions' as per the matter provided. The approved rate of design per brochure (A4 Size) is Rs 6000/- (including of all taxes).

*W. Chen*  
Media & Communication Officer  
PIB, Shillong

North East Yellow Pages  
*S. Dugay*  
Authorised Signatory

*S. Dugay*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*A. D.*  
State Project Director  
ARIAS Society



No. P (30)/PIB-SH/2016  
Press Information Bureau  
Government of India  
-----

Dated Shillong  
Dec 22<sup>nd</sup>, 2016

To

The North East Yellow Pages  
E1 Block 2, Parijat Mansion, M G Path,  
Christian Basti, Guwahati-781005

Sub: Designing of brochures

With reference to your quotation for designing of brochures and handouts you are requested for designing of brochures on 'GoI Scheme: Handout for Journalists' as per the matter provided. The approved rate of design per brochure (A4 Size) is Rs 6000/- (including of all taxes).

CA -  
Media & Communication Officer  
PIB, Shillong

North East Yellow Pages  
*[Signature]*  
Authorised Signatory

*[Signature]*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*[Signature]*  
State Project Director  
ARIAS Society



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13 B, Gr. Floor, Bee Gee Market  
S.R.C.B. ROAD, FANCY BAZAR  
GUWAHATI-781 001 (ASSAM)  
Ph: (O) 2543942, 2607494, (R) 2541439  
FAX: 0361-2543416  
Email: arihant02@yahoo.com

FORM FIN-1

**FINANCIAL PROPOSAL SUBMISSION FORM**

Dated : 10<sup>th</sup> September 2017  
Guwahati, Assam

To:

The State Project Director,  
ARIAS Society, Project Coordination Unit,  
Agriculture Complex, Khanapara, G.S.Road,  
Guwahati-781022 (Assam, India);

Dear Sirs:

We, the undersigned, offer to provide the consulting services for "Conducting State Wide Citizen Awareness Campaign/ Information, Education and Communication (IEC) Campaign to Publicize provision of the Assam RTPS Act" in accordance with your Request for Proposal dated 28<sup>th</sup> July 2017 and our Technical Proposal.

Our attached Financial Proposal is for the amount of Rs. 11,48,42,000/- (Rupees Eleven Crores Forty Eight Lakhs and Forty Two Thousand only), "excluding" of all indirect local taxes in accordance with Clause 25.1 in the Data Sheet. The estimated amount of local indirect taxes is Rs. 20,671,560/- (Rupees Two Crore Six Lakhs Seventy One Thousand Five Hundred and Sixty Only) which shall be confirmed or adjusted, if needed, during negotiations.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Clause 12.1 of the Data Sheet.

Commissions and gratuities paid to be paid by us to an agent or any third party relating to preparation or submission of this Proposal and Contract execution, paid if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Currency	Purpose of Commission or Gratuity
----------------------------	---------------------	-----------------------------------

"No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution."

We understand you are not bound to accept any Proposal you receive.

We remain,  
Yours sincerely,

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory: SITAL PRASAD JAIN, Proprietor, Arihant Advertising Agency  
In the capacity of: Lead Partner, of the JV Between "Arihant Advertising Agency & North East Yellow Pages"  
Address: 191, R. G. Baruah Road, Guwahati - 781 005  
E-mail: [contactus@good-times.in](mailto:contactus@good-times.in), [arihant02@gmail.com](mailto:arihant02@gmail.com)

*Sjain*  
ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

DELHI OFFICE: 'ARIHANT' D-164 B, Street No. 6, Laxmi Nagar, Delhi-110 092, Ph: 22410120, 22427325, Fax: 011-22218743

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GUWAHATI-781001

*Shub*  
State Project Director  
ARIAS Society



**ARIHANT**  
ADVERTISING AGENCY

*DA*  
*14/2/18*  
*14.02.2018*

*Agamant*  
*14/02/2018*

*Jaguar*

*14/2/2018*

*F. Ahmed*  
*14/2/18*

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S.R.C.B. ROAD, FANCY BAZAR  
GUWAHATI-781 001 (ASSAM)  
Ph: (D) 2543942, 2607494, (R) 2541430  
FAX: 0361-2543416  
Email: arihant02@yahoo.com

*14/2/18*

FORM FIN-2 SUMMARY OF COSTS

Item	Cost
	{Consultant must state the proposed Costs in accordance with Clause 16.4 of the Data Sheet; delete columns which are not used}
	Indian Rupees
Cost of the Financial Proposal	
Including:	
(1) Remuneration	Rs. 37,800,000/-
(2) Reimbursables	Rs. 77,042,000/-
<b>Total Cost of the Financial Proposal:</b> {Should match the amount in Form FIN-1}	Rs. 11,48,42,000/-
Indirect Local Tax Estimates – to be discussed and finalized at the negotiations if the Contract is awarded	
(i) GST	Rs. 20,671,560/-
(ii) Any other applicable Taxes/CESS	N.A.
<b>Total Estimate for Indirect Local Tax:</b>	Rs. 20,666,160/-

*Jaguar*

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*S Jain*  
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SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*State Project Director*  
ARIAS Society





**ARIHANT**  
ADVERTISING AGENCY

*Dr*  
14/2/18  
19.02.2018  
S. Jyomanta  
14/02/2018  
F. Jyomanta  
14/2/18  
14/2/18

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Email: arihant02@yahoo.com

*14/2/18*

**FORM FIN-3 BREAKDOWN OF REMUNERATION**

When used for Lump-Sum contract assignment, information to be provided in this Form shall only be used to demonstrate the basis for the calculation of the Contract's ceiling amount; to calculate applicable taxes at contract negotiations; and, if needed, to establish payments to the Consultant for possible additional services requested by the Client. This Form shall not be used as a basis for payments under Lump-Sum contracts

No.	Name	Position (as in TECH-6)	Person-month Remuneration Rate	Time Input in Person/Month	Amount (In INR)
<b>Remuneration KEY STAFF</b>					
1	Sandeep Banerjee	Communication Specialist & Team Leader	3,00,000	36	1,08,00,000
2	RondeepGogoi	Creative Director	2,50,000	18	45,00,000
3	SUNNY JOHNNY KUNDUKULAM	Graphic Designer cum Animator	1,00,000	18	18,00,000
4	IMRAN UR REHMAN	Graphic Designer cum Animator	90,000	18	16,20,000
5	DEEPAK KUMAR	Social Expert	2,25,000	24	54,00,000
6	RITUL BHAGABATI	Script writer cum Content Manager	80,000	24	19,20,000
7	NILAKSHI MEDHI	Script writer cum Content Manager	80,000	24	19,20,000
8	ANIMESH MAJI	Script writer cum Content Manager	70,000	24	16,80,000
<b>Remuneration NON KEY &amp; ADMIN STAFF</b>					
9	Junmoni Nath	Manager	60,000	36	21,60,000
10	Sanghamitra Mazumder	PR Head	40,000	36	14,40,000
11	Durba Dhar Kamti	Admin Head	30,000	36	10,80,000
12	Kulajit Kalita	Asst. Graphic Designers	40,000	36	14,40,000
13	Apurba Kalita	Asst. Graphic Designers	40,000	36	14,40,000
15	Satarupa Mishra	Research Analyst	50,000	12	600,000
<b>TOTAL COST</b>					378,00,000/-

Note:

We have considered the Remuneration of certain Key experts, for a limited time period. We may increase the same if the requirement is there according to the CNA.

*S. Jain*

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GUWAHATI-781001

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*S. Jain*

ARIHANT ADVERTISING AGENCY  
SRCB ROAD, FANCY BAZAR  
GUWAHATI-781001

*State Project Director*

State Project Director  
ARIAS Society



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**FORM FIN-4 BREAKDOWN OF REIMBURSABLE EXPENSES**

When used for Lump-Sum contract assignment, information to be provided in this Form shall only be used to demonstrate the basis for calculation of the Contract ceiling amount, to calculate applicable taxes at contract negotiations and, if needed, to establish payments to the Consultant for possible additional services requested by the Client. This form shall not be used as a basis for payments under Lump-Sum contracts

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FAX: 0361-2543416  
Email: arihant02@yahoo.com

No.	Type of Reimbursable Expenses	Unit	Unit Cost	Quantity	Amount (In INR)
1(a)	Printing & Installation of Flex & Erection of Hoarding at PFC (18ft*12ft)	One	65,000	528	34,32,0000
2(a)	Printing & Distribution of Leaflet	One	4.50	510,000	2,295,000
2(b)	Printing & Distribution of Poster	One	9	128,000	1,152,000
2(c)	Printing & Distribution of Flex Banner	One	350	21,400	7,490,000
3	<b>Publication of ADV in Assam Local Papers</b>				
3(a)	Newspaper Quarter Page Ad	One	12,500	80	1,000,000
3(b)	Newspaper Half Page Ad	One	25,000	65	1,625,000
3(c)	Newspaper Full Page Ad	One	50,000	50	2,500,000
4	<b>Electronic Media</b>				
4(a)	Development & Airing of Radio Jingle	Slot of 25 Seconds	500	2,000	1,000,000
4(b)	Development & Release of Adv. In TV Spot	Slot of 30 Seconds	1,500	1,600	2,400,000
5	Developing & Roll-out of Street Play	One	8,000	1,500	12,000,000
6	Press Meets	One	200,000	2	400,000
7	Boat Shelters / Coverings	One	6,000	100	600,000
8	School / College Competitions including Prizes	One	100,000	20	2,000,000
9	Social Media	Months	100,000	12	1,200,000
10	Movie Hall Advertisements	Screens	10,000	33	330,000
11	Office Management Cost, including Rent, hired computer, submission of reports	Months	1,00,000	36	36,00,000
12	Hired Vehicle (1 Nos)	Months	30,000	36	1,080,000
13	Flight Fares	Trips	5,000	50	250,000
14	Per Diem Allowance	Days	4,000	450	18,00,000
	<b>Total</b>				<b>77,042,000/-</b>

**Notes:**

We have not calculated the Creative design as a separate cost in the Reimbursable head, as the cost is already included in the Remuneration Package.

We have quoted for the bare essentials as demanded by the TOR & also included certain aspects which we thought would be beneficial for the IEC Campaign. Since it is on a Reimbursable basis, we will take a call in consultation with your esteemed department, on what to include and what to exclude on the basis of our CNA Report.

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State Project Director  
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