



Government of Karnataka
Rural Development Commissionerate
Rural Development and Panchayat raj Department
2nd Floor, 3rd Stage, M.S.Building, Bangalore-560 001.
Ph No: 080-22372738, E-mail:karnregs@gmail.com

Invitation for Expression of Interest for IEC related Activities of RDPR

The Rural Development & Panchayat Raj Department (RDPR) of the Government of Karnataka invites proposals for Expression of Interest for IEC related activities across the state.

Introduction: Introduction: Written expression of Interest is invited to carry out IEC related activities for all the programs under the Rural Development & Panchayat Raj Department, Government of Karnataka. We are looking for a Media Partner for content development of various projects/Schemes under the Department for the Rural Parts of Karnataka over a period of 2 years. Major schemes of the RDPR dept include MGNREGA, Nirmal Bharath Abhiyana, NRLM, Drinking Water Supply etc.

Requirement: As an effort to spread the awareness of all programs,

- I. A detailed plan of how the entity plans to develop content for different media (TV/radio/mobiles/posters/hoardings/pocket charts/ trainings etc) to achieve measurable impacts in IEC related activities of various programs and schemes may be given.
- II. Various modes of IEC- mass media, mid media, reminder media including innovative techniques may be listed along with costing parameters under each mode of awareness generation. The usage of existing govt machinery is necessary in designing the content for effective dissemination viz schools, Panchayat etc

Conditions:

- I. A complete media plan /proposal to achieve the objective by meeting the above minimum requirements may be presented by the interested party.
- II. After Receipt of EOI from all parties, RDPR will examine various proposals, models and decide to choose one or more of them or even a combination thereof.
- III. After finalization of the model(s), RDPR, Karnataka will decide to take further action in accordance with KTTA Act.
- IV. PR agencies, Media houses and other advertising agencies/bodies are welcome to send in their proposals.

Payments: EMD is NOT applicable at this stage. The aim is to receive EOI proposals and decide upon the most suitable model. No cost/payment shall be made to anyone for participation in this EOI.

Submission: Last date for Submission is 26/03/2014 before 5 pm. Any proposal received after the due date will not be accepted. Soft Copy in a CD & Hard Copy write ups with complete contact information may be sent addressed to **The Commissioner, Rural Development & Panchayat Raj Department, MGNREGA, Room no 209, 2nd Floor, Gate No 3, MS Building, Bangalore 560001.**

Upon Review, eligible EOI parties will be intimated for a Presentation on 03/04/2014 at 2.00 PM, in Room No 229, 2nd Floor, Gate No 3, MS Buildings, Bangalore 560001. For any queries please contact Srilal at **9480781990**, visit RDPR website: www.rdpr.kar.nic.in

For the different types of media content we are looking at for content development visit: <http://www.end2endnrega.in/>

Important Links

Sd/-
Chief Operating Officer

Rural Development & Panchayat Raj Department, Bangalore