



GOVERNMENT OF ASSAM
OFFICE OF THE PRINCIPAL SECRETARY :: MISING AUTONOMOUS COUNCIL
GOGAMUKH : DHEMAJI : ASSAM

No. MAC/P&PR/NewsPublication/2324/449

Date: 09/09/2024

Notice Inviting Expression of Interest (Eoi)

In Pursuance of approval of the 60th Executive Council Meeting held on 02-11-2023 at Subansiri Eco- Camp Dirpai the Mising Autonomous Council (MAC) Gogamukh, Dhemaji invites Expression of Interest (Eoi) from news organization for broadcasting advertisement, publicity related work such as arrangement, and coordination of News Reporter and Press Conference etc.and other publication related works of the Mising Autonomous Council.

Interested parties fulfilling the eligibility criteria given below may submit their Expression of Interest on or before **20-09-2024 by 3 P.M.** The duly filled-in EOI may be submitted in a sealed envelope super-scribing "Expression of Interest for broadcasting advertisement, publicity related work such as arrangement, and coordination of News Reporter and Press Conference etc.and other publication related works of the Mising Autonomous Council" to the Office of the Principal Secretary, Mising Autonomous Council, Gogamukh, Dhemaji.

A. Eligibility Criteria

1. It is mandatory to have Google Monetization in addition to the website registered in the name of the applicant news organization being one year old.
2. The applicant news agency must have 20,000 Subscribers in a one-year-old YouTube channel.
3. The applicant news agency must have 10,000 followers on a one-year-old Facebook page.
4. It is mandatory for the applicant news organization to have a one-year-old qualification for broadcasting various news stories as well as the programs of community development for its Viewers.
5. It is mandatory for the applicant news agency to have YouTube channel, Facebook page and Website.


B. Rates: Submit Required rates for the scope of Works as given in the data :-

Sl. No	Particulars	Rate	Qty.	Amount	Remarks
1	Publication and airing of daily activities of Mising Autonomous Council				
2	Publicity management including but not limited to press releases, media outreach, and social media promotion. Organising of press conferences				
3	Airing of Constituency wise report annually				
4	Publication of daily activities of Honourable Chief Executive Member in Social Media Handles and Maintaining a Page of CEM as CEMO, MAC.				

C. Documents to be submitted by the applicant news agency

1. It is mandatory for the applicant news organization to submit a one-year-old written documents of various news stories as well as the community development programmes for the public.
2. The written name of YouTube channel, Facebook page and Website of the applicant news agency must be submitted.
3. The applicant news agency is required to submit the number of Subscribers and Followers in writing.


4. It is mandatory to submit 5 photos of the digital advertisement aired on a website registered in the name of the applicant news agency.
5. List of staff strength with biodata.


Principal Secretary
Mising Autonomous Council
Gogamukh, Dhemaji

Memo No. MAC/P&PR/NewsPublication/2324/449

Copy to:

1. The Hon'ble Chairman, MAC, Gogamukh for his kind information.
2. The Hon'ble Vice- Chairman, MAC, Gogamukh for his kind information.
3. The Hon'ble Chief Executive Member, MAC, Gogamukh for his kind information.
4. The P.S to the Hon'ble Minister, Tribal Affairs Deptt., Govt. of Assam.
5. The Deputy Secretary (F), MAC for information.
6. The Co-ordinator, MAC IT Cell for wide circulation & Publication at official website www.macassam.org
7. Office copy.


Principal Secretary
Mising Autonomous Council
Gogamukh, Dhemaji