

Request for Quotation
Department of Social Welfare & NMP

The Government have sanctioned the Creation of Community Helpdesk and Development of Multi Dimensional Communication Strategy for creating awareness in 16 Districts namely Kancheepuram, Tiruvallur, Tiruvannamalai, Villupuram, Dharmapuri, Salem, Namakkal, Tiruppur, Ramnad, Nilgiris, Tuticorin, Kanyakumari, Theni, Chennai, Dindigul, and Madurai, in Tamil Nadu using various communication tools as mentioned in the Government Order.

Radio Campaign has been proposed as one of the activity to create awareness among common people on various social legislations and government programmes implemented by the Department of Social Welfare. In this regard we propose to run social messages through Radio Campaign with the following specifications:

No.	Specifications for the Radio Campaign
1.	Radio Campaign for 6 months (Feb 2018 – June 2018)
2.	30 Sec messages for each spot.
3.	Total of 8 spots in a day. Total of 5 days in a week.
4.	All broadcasts will be in Tamil.
5.	Total Seconds Required = 1,98,240 Seconds

The reach of the Radio Campaign needs to be specified in the format given below along with the proposed cost which will be inclusive of taxes.

1	2	3	4	5	6	7	8	9	0
Name of the Radio Channel	Total Number of Stations in TN	No of District covered by the Channel in TN	Total seconds provided for this broadcast	Total Duration of broadcast (in months)	Cost	GST	Total Cost including GST	Value Added Services if any	Others

The quotations need to be submitted on or before 11.01.2018.

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22.12.17
Director of Social Welfare

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