

### **Expression of Interest for the empanelment of Impact Study Agencies**

DAVP conducts several nationwide multi-media publicity campaigns highlighting various flagship and other programmes of the Govt. of India which cater to the welfare of various people. The campaigns also highlight various ongoing development activities.

The Campaigns generally target the entire Indian Population but some of them may have specific target audience.

DAVP campaigns are launched through both the traditional and the new media.

#### **ELIGIBILITY CRITERIA OF THE AGENCIES:**

- The applying agency should have Research and Analytics as the core functional area.
- Agency should have undertaken research and analytics projects for media houses as part of their regular operations
- Agency should be able to provide and indicate a dedicated team with experience in Media Research, for implementing and monitoring the project. The finalized schedule of studies and regular reports detailing the impact study/analysis during the period.
- The Management Team of the Agency should be having extensive experience and understanding of qualitative and quantitative media research along with a thorough understanding of usage and behavior of media vehicles.
- The agency should have the capability of executing research projects across varied geographies and demographics.
- The Agency should be having pan-India presence, having an empanelled active respondent set across Urban and Rural India i.e. towns having population above 1mn, less than 1mn and also less than 1 Lac, in order to execute phased and dynamic research studies.
- The Agency should have experience in evaluation of social sector projects.
- The Agency should have an established fool proof data collection mechanism.
- Relevant Certificates / Documents in support of fulfillment of eligibility criteria must be submitted otherwise bids will not be considered.

## **EoI PROFORMA FOR IMPACT STUDY AGENCIES**

1. Name of the Firm :
2. Address & Tele Nos. :
3. Year of establishment :
4. Status (proprietorship/partnership Company) :
5. Name of Partners/Directors/Owners :
6. PAN No. :
  
7. Annual Turnover : FY 2010-11  
FY 2011-12  
FY 2012-13

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Annualized turnover: Rs.

(Documentary proof i.e. CA certificate, Audited Balance sheet and Profit & Loss account to be enclosed)

8. Professional Experience (No. of years and Type of studies undertaken):  
(Enclose company profile along with documentary proof i.e. job order/payment receipts etc.)
9. Have you worked for any Govt. Department in the last 3 years, if so furnish details.
10. Do you have pan-India presence i.e. having an empanelled active respondent set across Urban and Rural India i.e. towns having population above 1mn, less than 1mn and also less than 1 Lac
11. What are the fool proof data collection mechanisms employed by your firm?
12. Examples of Research Projects executed across varied geographies and demographics, especially media research if any.
13. Details of the Agency's Management and Research Team.
14. Do you have any experience in evaluation of social sector projects.
15. Have you undertaken research and analytics projects for media houses as part of your regular operations
16. Any other information desired to be furnished by the agency

**Date**

**Authorized Signature of the Company/Agency  
Address/Seal**