

Expression of Interest

Mobile advertisement (Moving Hoarding)

Expression of Interest invited from qualified agencies to advertise through Moving Hoardings fixed on Trucks with support of Audio. The basic theme of advertisement is to create awareness against Visa cheating & Illegal Recruitment. The campaign also explore the features of our job portal www.jobsnorka.gov.in and familiarize services of NORKA-ROOTS & NORKA Department to the public. **The proposed moving displays fixed on Trucks go across Kerala and halt at demanding points and have to distribute our brochures and leaflets regarding the same.**

Conditions for qualification:-

- Done at least 2 jobs of similar nature each of minimum Rs. 10 Lakh during last 3 years
- Experience of working with the State Governments/PSUs(Central or State)/Autonomous Bodies (under Central or State)etc. on social/public advertisement

Specifications:-

Hoarding Size – **9ft x 7ft** area on both side
7ft x 2.5ft on back side and front (suitable size)
with illumination to perpetuate communications
at night hours

- The mobile vehicle needs to travel a minimum of 40 Kms a day from 11am to 8.30 pm. Extra Km charges need to be mentioned separately (Specify the tariff per day, one week, one month, three months, six months, one year etc.)
- Banner Designing Charges & printing charges need to be mentioned.
- Specify Charges for Audio Equipments (**Audio clippings will be provided by NORKA-ROOTS**)

Interested qualified agencies conducting mobile advertisement may submit their expression of interest to Chief Executive Officer, Norka-Roots, 4th Floor, Centre Plaza, Vazhuthacaud, Thiruvananthapuram – 695014 latest by **5 p.m on 16/07/2011.**

Sd/-
Chief Executive Officer