

**PRASAR BHARATI
AIR RESOURCES
DIRECTORATE GENERAL: ALL INDIA RADIO**

INVITATION FOR EXPRESSION OF INTEREST (*Republished*)
For providing SMS based Value Added Services on short code on AIR Programs

EOI No. 19(72)/ARC/2010 dated 05.08.2011

The Expression of Interest (EOI) is invited by Prasar Bharati, a body corporate, through its constituent All India Radio (AIR Resources, Directorate General, AIR, Akashvani Bhavan, Parliament Street, New Delhi-110001) from established companies/service providers/ mobile operators having sufficient resources, technical knowhow and experience, for providing the interactive SMS based Value Added Services on a dedicated Short Code for various AIR programs including AIR FM Rainbow, FM Gold, Vividh-Bharati Newsetc. being transmitted from various All India Radio stations spread all over the country, **on Revenue Sharing Basis**.

Interested parties can down load the detailed proposal enumerating the scope of the service, eligibility criteria and other terms etc. from the following web site of All India Radio:

www.allindiaradio.org

Copy of the proposal can also be obtained from AIR Resource Cell, All India Radio, Room No. 301, Akashvani Bhavan, Parliament Street, New Delhi, on any working day between 1100 and 1600 hrs.

The Entity shall submit two hard copies and one electronic copy of EOI complete in all respects together with requisite information and annexure(s), as may be required, in a sealed cover super scribing "Expression of Interest for SMS bases Services" and the "date of opening" so as to reach DG:AIR on or before 1200 hrs.(IST) on **25.10.2011**. This can be sent in one of the following manners"

- I. By dropping into the Tender Box kept in Room no. 314, Akashvani Bhavan, Directorate General, All India Radio, Parliament Street, New Delhi. Sh. S.K.Mishra, Manager (A&C), AIR Resources, shall be incharge of EOI Box. Prasar Bharati shall not be responsible for any delay, loss or non-receipt of EOI by post. The EOIs received after due time and date shall be summarily rejected.
- II. By Registered Post at the following address

“ Deputy General Manager (A&C),
AIR Resources,
Room No.341, Akashvani Bhavan,
Directorate General: All India Radio,
Parliament Street, New Delhi – 110001
Tel/Fax: 011-23421524
- III. In the event of EOI documents being too bulky to be accommodated in the EOI box, the same can be delivered to Sh. Kailash Chandra, SO, Estimate, Room no. 306-C, or Smt. Suman Gupta, SO, D-Cash, Room No. 312, Akashvani Bhavan by hand. ”

Entity shall also submit a non-refundable processing fee of INR 5000/- (Indian National Rupees Five Thousand only) to be paid through Demand Draft in favour of “Prasar Bharati” &payable at New Delhi, along with the EOI.

Prasar Bharati reserves the right to accept or reject any or all offers at any stage without assigning any reason.

Any clarification on the matter can be had from the undersigned on any working day.

Deputy General Manager (A&C)
All India Radio
Room No. 341, Akashvani Bhavan
Parliament Street, New Delhi- 110 001
Ph.: 011 23421524