

GOVERNMENT OF ASSM
NAMAMI BRAHMAPUTRA SECRETARIAT
TRANSPORT DEPARTMENT
DISPUR, GUWAHATI

NBS:3/2016/ 1

Date:4th January, 2017

EXPRESSION OF INTEREST


The Government of Assam has decided to organize Namami Brahmaputra-2017 as an initiative to showcase the rich Socio –Economic Potential of the mighty Brahmaputra, which fascinates one and all with its majesty and magnificence. The event is planned to attract tourists both Domestic and Foreign who would be exposed to the best of Assam's Rich Culture and Heritage and also explore the immense river tourism potential of the Brahmaputra. The Namami Brahmaputra – 2017 is scheduled from 31st March, 2017 to 4th April, 2017 with the Opening and Closing Ceremonies on the said dates in Guwahati apart from series of activities during the period.

Expression of Interest is hereby called from Professional Event Management Houses for the management of events in respect of the Opening Ceremony on 31st March, 2017 and Closing Ceremony on 4th April, 2017 in Guwahati. Apart from Opening and Closing Ceremony, the event Namami Brahmaputra – 2017 would have following items:

- Cultural Programme on Opening and Closing Ceremonies.
- Laser Show on the Closing Ceremony
- Yoga.
- Boat Racing.
- Indigenous Sports/ Games
- Local Cuisine
- Exhibition of Traditional Handloom and Handicrafts
- Seminars and Symposium
- Business meets

The list is indicative only. There could be other unique events concept of which can be submitted in the Expression of Interest.

The interested Professional Event Management Houses can submit their EOIs with full details of events planned along with Technical and Financial Bids at namamibrahmaputra1216@gmail.com by 3 PM of 12th January, 2017. The shortlisted Event Management Houses shall be called subsequently for a presentation and price offers.


Commissioner & Secretary to the Govt. of Assam
Transport Department

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Expression of Interest is hereby called from Professional Agencies for the following items:

1. A 360 degree media/ publicity campaign including branding of Namami Brahmaputra as an event attracting national and international recognition.
2. Conducting social media promotion through Facebook, Twitter etc.
3. Publicity through national/ state level newspapers (English, Hindi and Regional languages) for promotion of the event.
4. Publicity through advertisements/spots/ scrolls in satellite TV channels and also through Radio FM for promotion of the event.
5. Conducting Outdoor Campaigns through Hoardings in all the prominent cities of the country.
6. Branding activities at all major airports and railway stations.
7. Advertisements in in-flight magazines.
8. Tie-ups for inclusion of Travel Partners like airline agencies, media partners through prominent newspapers, hospitality partners through prominent hotels
9. Special branding of the event in Assam in the run up to Namami Brahmaputra 2017 and also during the period of event.
10. Concepts and design of logo and mascot of Namami Brahmaputra 2017.

The list is indicative only. There could be other unique concepts which can be submitted in the Expression of Interest by the intending agencies.

The interested Professional Houses can submit their EOIs with full details of events planned along with Technical and Financial Bids at namamibrahmaputra1216@gmail.com by 3 PM of 12th January, 2017. The Agencies shall be called subsequently for a presentation and price offers.



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