

GOVERNMENT OF ASSAM
OFFICE OF THE DIRECTOR OF LAND RECORDS & SURVEYS ETC., ASSAM
RUPNAGAR, GUWAHATI -32

No. DS/190 /Mission Basundhara/Vol-I/2021/3

Dated, Guwahati the 21-09-2021

To : The Project Manger
My Gov. Assam

Sub : IEC Campaign for the 'MISSION BASUNDHARA'

Sir,

With reference to subject cited above, I have the honour to request you to undertake the following activities for the IEC Campaign of the mission-

SI No.	Activities	Specifications
1.	Designing the print creative for newspaper advertisement (English, Assamese, Bengali, Hindi & Bodo) & Banners/ Hoardings	<ul style="list-style-type: none">1(one) No. of coloured print creative for full page advertisement4(four) nos. of coloured print creative for half page advertisement.Hoardings will be of size (15×10ft.), Banners will be of size (10×6ft.) & (8×4 ft.)
2.	Designing the Leaflets	<ul style="list-style-type: none">1(one) No. of creative for leaflets
3.	Video Production	<ul style="list-style-type: none">1(one) No. of video production of 60 seconds with a story and characters like Bishnu Khargoria etc.

The sample content for the print creative and leaflet would be provided shortly.

This is for favour of information and necessary action.

Yours faithfully,


Director of Land Records & Surveys etc., Assam
Rupnagar, Guwahati-32

Memo No. DS/190 /Mission Basundhara/Vol-I/2021/3-A

Dated, Guwahati the 21-09-2021

Copy to –

1. The Chief Executive Officer, ASDMA for favour of kind information.

Director of Land Records & Surveys etc., Assam
Rupnagar, Guwahati-32