THE SAMAJA
A Premier Odia Daily
Gopabandhu Bhawan, Buxi Bazar, Cuttack-753001
99 YEARS OF EXCELLENCE 1919-2018

EXPRESSION OF INTEREST (EOI)

FOR THE APPOINTMENT OF CONSULTANCY AGENCY FOR TELEVISION PROJECT

The Samaja, a 99 years old Premier Odia Daily invites EOI from reputed Consulting Firms to start its new 24×7 News Channel in Odia Language. The scope of the work is as follows.

- Assistance in the license application process for setting up a TV Channel Technical Support.
- Infrastructure – Design & Development Editorial & Programming.
- Packaging, Look and Feel.
- Research and Analysis for Media Specification and genres. Overall Planning - Micro and Macro.
- Corporate Image.
- Branding and Promotions.
- Manpower Planning and Placement Training & Development.
- Distribution Strategy
- Supervision of Dry Run, Launch and Hand over.

Interested Firms having more than 5 years of experience in similar field may apply to the undersigned mentioning details of the projects done in last 3 years along with client details within 7th November 2018. The authority reserves the rights to accept or reject any or all offers without assigning any reason thereof.

Working General Manager
The Samaja, Gopabandhu Bhawan
Buxi Bazar, Cuttack-753001, Odisha