

**Office of the Project Director
U.P. State Ganga River Conservation Agency**

(Department of Urban Development Govt. of U.P.)

3rd Floor, Field Hostel Jal Nigam,

2, Lal Bahadur Shastri Marg, Lucknow-226001

**Invites Expression of Interests(EOIs) for hiring
of Communication Agency/Advertising Agency**

The **Namami Gange Programme** is responsible for planning, financing, monitoring and co-ordination of activities for effective abatement of pollution and conservation of the river Ganga. At the State level, U.P. State Ganga River Conservation Agency (UPSGRCA) has been set up as State Project Management Group (SPMG) under the Department of Urban Development, Govt. of U.P. to co-ordinate & implement the various activities of the **Namami Gange Programme** at State level including those supported under the World Bank assisted Projects.

UPSGRCA invites Expression of Interests (EOIs) from eligible Communication Agencies/Advertising Agencies (Firms, Partnerships and Companies) to indicate their interest in providing the above services. Interested Communication Agencies/Advertising Agencies may submit **Expression of Interests** in sealed envelope clearly superscripted as "**Expression of Interest for Hiring of Communication Agencies/Advertising Agencies for development & Implementation of Communication Campaign for the Namami Gange Programme, State Project Management Group, Uttar Pradesh**" in one original and one extra copy to Project Director, U.P. State Ganga River Conservation Agency (UPSGRCA), 2,Lal Bahadur Shastri Marg, Lucknow-226001 up to **3:00 PM** by **October 12, 2017**. Relevant details of the Project and the Terms of Reference may be downloaded from website: [http:// www.sgrca.org](http://www.sgrca.org)

**Principal Secretary
Deptt. of Urban development &
Project Director, U.P.S.G.R.C.A**