



**No. SHA/1039/2024-MGR(IEC)**

**Dated: 26.11.2024**

From

Executive Director  
State Health Agency Kerala

To

Empanelled Creative Agencies  
under the I & PRD Department

Sir/Madam,

**Sub:-** SHA- Expression of Interest (EOI) for Event Coordination Services for  
Anubhav Sadas

The State Health Agency (SHA), Kerala, is committed to strengthening the management of publicly funded health financing programmes. As part of this effort, SHA initiated *Anubhav Sadas*, a series of cross-learning sessions aimed at fostering dialogue, identifying solutions, and charting the way forward for these programmes. These sessions bring together experts and representatives from various states to share their experiences and insights.

Following the success of the inaugural session held in 2023, SHA is now gearing up for the second session of Anubhav Sadas, scheduled for 5<sup>th</sup> December 2024.

In this regard, SHA invites **Expressions of Interest (EOI)** from agencies empanelled by the Information and Public Relations Department, Government of Kerala, vide order **G.O. (Ms)No.4/2024/I&PRD dated 20-02-2024**, to provide services for the event as outlined below:

1. Event Coordination
2. Participant Kits
3. Mementos/Souvenirs for Participating States
4. Public Relations and Venue Branding

5. Video and Photo Documentation
6. Miscellaneous Activities

Empanelled agencies interested in participating are requested to submit their **EOI, including a financial quote** (in a separate sealed cover), by **30<sup>th</sup> November 2024, 11 AM**. Proposals will be reviewed by the Event Coordination Committee formed by SHA, and shortlisted agencies will be invited for further discussions and negotiations.

Please find the detailed scope of work in the annexure to this letter.

We look forward to receiving your response and appreciate your interest in partnering with us for this initiative.

Yours faithfully,

**Sd/-**

Dr. Rathan U Kelkar I A S  
Executive Director  
State Health Agency, Kerala

**Approved for Issue:**



Joint Director (F&A)  
State Health Agency, Kerala



**Copy to,**

1. Joint Director (Finance & Administrations), State Health Agency, Kerala
2. Joint Director (Operations) Sate Health Agency, Kerala
3. Manager (IEC & CB) State Health Agency, Kerala

**Encl:** List of line items (Annexure 1)

## Annexure 1

<b>SL No</b>	<b>Description of Line Items</b>
<b>A</b>	<b>Venue/ Stage Arrangements</b>
	<ul style="list-style-type: none"> <li>• Stage Backdrop with LED Wall Side Wings</li> <li>• High Speed Internet (Min 100mbps)</li> <li>• Online Meeting Facilities/Projector etc</li> <li>• Live Streaming</li> <li>• Sound System with operator and console</li> <li>• Stage Floral Arrangements,</li> <li>• VVIP Chair/Sofa,</li> <li>• Teapoy</li> <li>• Branded Stage Skirting</li> <li>• Designed Chair Name Boards</li> <li>• Branded/ Digital Podium</li> <li>• Stage Monitors- 2 Nos</li> <li>• Stage/ Venue Lightings</li> <li>• TV for audience- 4 Nos</li> <li>• Laptop and Printer with a workstation</li> <li>• Podium Mic-2 nos</li> <li>• Cordless Mic- 12 nos including for the stage</li> </ul>
<b>B</b>	<b>Venue Branding</b>
	<ul style="list-style-type: none"> <li>• ABox Arch with Wings at the main entrance</li> <li>• Box Arch Leg with wings at the entrance</li> <li>• Brandings at the venue entrance</li> <li>• Branded Flag with pole</li> <li>• LED/ Digital Standees</li> </ul>
<b>C</b>	<b>Welcome Desk/ Registration Booth/Thematic Area</b>
	<ul style="list-style-type: none"> <li>• Registration Booth in the model of KASP Kiosk</li> <li>• 360 Degree Video Booth</li> </ul>
<b>D</b>	<b>Generator</b>
	<ul style="list-style-type: none"> <li>• As per requirement</li> </ul>
<b>E</b>	<b>Documentation with Live streaming</b>
	<ul style="list-style-type: none"> <li>• Photography &amp; Videography (Multi Camera)</li> <li>• Video Live Streaming</li> <li>• Signature Video of the event</li> </ul>
<b>F</b>	<b>Em cee, Hostess &amp; Support Staff</b>
	<ul style="list-style-type: none"> <li>• Emcee</li> <li>• Hostess- 2 Numbers</li> <li>• Support Staff- 2 Numbers</li> </ul>
<b>G</b>	<b>Memento/Souvenir/ Gifts</b>

	<ul style="list-style-type: none"> <li>• Memento/Souvenir for Experts and Participating States</li> <li>• Bouquets</li> <li>• Books Flowers for guests (stage) (Rose buds)</li> </ul>
<b>H</b>	<b>Creative Support and Printing</b>
	<ul style="list-style-type: none"> <li>• Design and Printing of 200 Copies of Programme Invitation with Printed Envelope</li> <li>• Design and Printing of 200 Copies of Programme Brochure</li> <li>• Design and Printing of Event Report Handbook- 200 Copies</li> </ul>
<b>I</b>	<b>Conference KIT</b>
	<ul style="list-style-type: none"> <li>• Messenger Bag</li> <li>• Notepad</li> <li>• Pen</li> <li>• ID Card with printed lanyard</li> </ul>
<b>J</b>	<b>Public Relations</b>
	<ul style="list-style-type: none"> <li>• Promo videos - 2 Nos</li> <li>• Other branding/design and promotional requirements/ Design adaptations</li> </ul>

**NB: The colour theme of SHA shall be adhered to in all event collaterals.**