



State Health Agency Kerala (SHA)
5th and 8th Floor, Artech Meenakshi Plaza
Opp. Government Women and Child Hospital
Thycaud, Thiruvananthapuram-695 014
Phone:0471-4063121,2960221
email:statehealthagencykerala@gmail.com

No: SHA/849/2025-MGR(IEC)

Dated: 10-09-2025

QUOTATION NOTICE

The State Health Agency, Kerala, is inviting sealed competitive quotations from eligible agencies for the development and production of a Malayalam 2D animated video illustrating the hospital workflow under the AB-PMJAY KASP scheme, as part of its Capacity Building (CB) initiatives.

Scope of Work

- 1. Development of an Animated Video** (Duration: 1–2 minutes) in Malayalam covering:
 - Pre-admission requirements
 - Registration and verification process
 - Treatment and documentation
 - Discharge process and post-treatment support
- 2. Style and Specifications**
 - 2D animation with professional Malayalam voiceover
 - Subtitle in English
 - Final output in high-definition MP4 format, along with editable source files
- 3. Deliverables**
 - Script development and approval by the SHA
 - Storyboard and animation production
 - Final master file and editable project files

Terms & Conditions

1. The quotation shall indicate the unit rate (per second of animation) inclusive of script, animation, voiceover, and final production.
2. The assignment shall be completed within 15 days from the date of issue of the Work Order.
3. The draft content shall be submitted to SHA for approval before final production.
4. Payment shall be made in full only upon satisfactory completion and acceptance of the final deliverables by SHA.
5. Quotations not conforming to the specifications or received after the prescribed date will be summarily rejected.

Submission of Quotations

- Quotations shall be submitted in **sealed cover**, superscribed as "**Quotation for 2D Animated Video on Hospital Workflow – AB-PMJAY & KASP**", addressed to:

The Executive Director, State Health Agency, Kerala, 5th and 8th Floor, Artech Meenakshi Plaza, Opp. Govt. Women and Children's Hospital, Thycaud, Thiruvananthapuram – 695 014,
Phone - 04714063121, 04712960221

- **Last Date & Time for Receipt of Quotations : 20/09/2025 at 12.00 PM**
- **Date & Time of Opening of Quotations: 20/09/2025 at 03.00 PM** at the office of the State Health Agency, Kerala, in the presence of the bidders or their authorised representatives, if any.

Right of Acceptance / Rejection

The undersigned reserves the right to accept or reject any or all quotations, wholly or partly, without assigning any reason thereof.

Yours faithfully,

Sd/-

Dr. Arun S. Nair IAS

Executive Director

State Health Agency, Kerala

Approved for Issue:



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



Enclosure: Draft Script / Animation Concept