



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/848/2025-MGR(IEC)

Dated: 11.09.2025

From

Joint Director (F&A)
State Health Agency Kerala

To

Empanelled Creative Agencies under the
I & PRD Department

Sir/Madam,

Sub:- SHA- Expression of Interest for Development of IEC Creative Collaterals –
Proposals Invited from Empanelled Agencies under I&PRD - Extension of
Date

The State Health Agency (SHA), Kerala, is implementing various health schemes for the benefit of the public. To strengthen public engagement, enhance beneficiary awareness, and promote these schemes effectively, the IEC & Capacity Building Division of SHA intends to develop creative IEC collaterals.

In this connection, 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:

Sl. No	Activity	Qty.	Specifications	Remarks	Budget ceiling
1	Beneficiary Videos (real-life stories and testimonials)	2	2K resolution or higher, suitable for large-screen projection and digital dissemination	will showcase real-life stories and testimonials	₹100000 (Rupees One Lakh Only)



2	Coffee Table Book (Content Development & Design)	1	A4 Landscape high-quality coffee table format with 15 stories	A visually engaging and comprehensive documentation of the SHA's achievements across all implemented schemes	₹100000 (Rupees One Lakh Only)
3	Digital Posters & Social Media Paid Campaign	20 posters & 1 month campaign	Includes design, production, and paid promotions on Facebook & Instagram	Will be used for thematic health messages, scheme awareness, and event promotions, and ensure wider and targeted reach to potential beneficiaries, especially the younger demographic active on digital platforms	₹35,000 (Rupees Thirty-five Thousand only)

Submission Guidelines

- Empanelled agencies in the aforementioned order may submit their sealed EOI to the on or before **[17th September 2025 & 05.00 PM]**.
- Date of opening of received EOI on **18th September at 11.00 AM**.
- The EOI should clearly indicate the unit rates, technical specifications, and delivery timelines for each activity.
- SHA reserves the right to accept or reject any or all proposals without assigning reasons.
- For more details, visit **www.sha.kerala.gov.in** or contact **04714063121/04712960221** between 10.15 AM and 5.15 PM on working days.

Terms & Conditions

- The selection will be based on competitive proposals in line with Store Purchase Rules.
- Proposals will be evaluated based solely on cost effectiveness (L1 Criteria).
- All works are to be executed as per the directions of the Executive Director, SHA.

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- Payment will be released only after successful completion and acceptance of deliverables. No advance payment will be made.
- The intellectual property rights of the final outputs will rest with the State Health Agency.
- The selected agency must ensure originality of all creative content and indemnify SHA against any copyright or legal claims.

Yours faithfully,



ALLIRANI A M

Joint Director (F&A)

State Health Agency Kerala

Copy to,

1. Joint Director (Finance & Administration)
2. Joint Director (Operations)
3. Manager (Finance)
4. Manager (IEC & CB)
5. Office Copy