

No. SHA/17/2025-MGR(OPN)

Dated: 15.04.2025

EXPRESSION OF INTEREST

Development Of Logo & Brand Guideline for Sruthitharangam Scheme

The State Health Agency, Kerala, invites Expression of Interest (REOI) from agencies empanelled with the Information and Public Relations Department (I&PRD), Government of Kerala, vide G.O.(Ms) No.4/2024/I&PRD dated 20-02-2024, for the design and development of the official logo, tagline, and branding guidelines for Sruthitharangam – a flagship cochlear implantation initiative of the Government of Kerala for hearing-impaired children.

Scope of Work

1. Create original and impactful logo concepts representing the scheme's vision
2. Develop suitable tagline options aligned with the scheme's mission
3. Submit branding guidelines covering logo usage, colours, fonts, and platform adaptations
4. Incorporate feedback and finalise the selected logo and tagline

Eligibility

Only agencies empanelled by I&PRD as per G.O.(Ms) No.4/2024/I&PRD dated 20-02-2024 are eligible to apply.

Deliverables

1. Logo
2. Tagline
3. Branding guidelines

Budget

The total budget for the assignment is ₹1,00,000/- (Rupees One Lakh only), inclusive of all applicable charges.

Proposal Submission

Interested agencies are required to submit:

Technical Proposal (in sealed cover):

- Concept note
- Three logo options
- Proposed taglines
- Draft branding guideline

Financial Proposal (in separate sealed cover):

- Rate quotation covering design, revisions, final delivery, and branding guideline preparation

Evaluation Process

Technical proposals will be evaluated by a selection committee based on creativity, originality, relevance, understanding of the scheme, and past experience. Shortlisted agencies may be invited to present their concepts. Financial bids will be opened only after final approval of the selected logo by the Government of Kerala.

Important Dates:

i. Last Date for Submission of EOI:: 5th May 2025 at 12.00 PM

The **detailed Terms of Reference (ToR)** is enclosed with this notice. It is also available on the official website.

For more information, visit **www.sha.kerala.gov.in** or contact **0471 4063121** between **10.15 AM and 5.15 PM** on working days.

Address:

The Executive Director,
State Health Agency, 5th and 8th floor,
Artech Meenakshi Plaza, Opp W&C Hospital, Thycaud,
Thiruvananthapuram-695 014
Email id: statehealthagencykerala@gmail.com
Phone:0471 4063121

Sd/-

MADHAVIKUTTY M S IAS

Executive Director
State Health Agency, Kerala



Approved for Issue:

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