



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: 25-08-2025

From

The Executive Director
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.

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:

Scope of Work / Activities

Sl. No.	Activity	Qty./Unit	Specifications	Remarks	Budget Celing
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 **[08th September 2025 & 12.00 PM]**.
- Date of opening of received EOI on **08th September at 03.30 PM**.
- 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.
- 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,
Signed by
Arun S Nair
Date: 25-08-2025 12:41:23
DR ARUN S NAIR IAS
EXECUTIVE DIRECTOR

Copy to,

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