

Notification for the Empanelment of Advertisement/Printing  
Agencies for Information . & Public Relations Department.  
Government of Kerala.

Information & Public Relations Department, Government of Kerala invites well established, professional agencies to partner with its various advertisement / printing activities. Agency should work as per I&PRD pre-fixed rates.

**Category 1 - Creative/ Advertising Agency**

Scope of work includes design of print advertisements, hoardings, brochures and posters for major campaigns and events done by I&PRD.

1. Agency with a full-fledged office in Kerala and an office in Trivandrum with adequate man power & infrastructure facilities.
2. Minimum 5 years experience in handling advertising activities of Institutions/ Corporate.
3. Agency should have minimum turnover of Rs 3 Crores.
4. Agency should have at least one government sector client.

**Category 2 - TVC Production**

The role of agency is to produce Television commercials for various campaigns of I&PRD.

1. Agency should have 5 years experience in production of TVCs.
2. Agency should have done at least 10 TVCs.
3. Agency should have done at least 2 TVCs for government sector client.

**Category 3 - Outdoor Agency**

The agency role is to carry out outdoor publicity of I&PRD campaigns.

1. Agency should have 5 years experience in Outdoor publicity.
2. Agency should have minimum Rs 3 Crores turnover.
3. Agency should own at least 50 hoardings across Kerala.

## **Category 4 - Printing Agency**

Scope of work includes printing of various promotional materials, banners and Flex.

1. Agency should have 5 years experience in Print and production.
2. Agency should have minimum Rs 2 Crores turnover.

## **Category 5 - Social media / Online Agency**

The agency job includes content management of all social media platforms related to specific campaigns.

1. Agency should have 3 years experience in handling social media or online marketing of major Institutions/ Corporate.

Agencies who qualify the above eligibility criteria may apply with documentary proofs for pre-qualification. Shortlisted agencies will be called for a presentation before the screening committee.

### **SCHEDULE OF EMPANELMENT PROCESS**

	Event Description	Date
1	Date of publication of notification	13/04/2017
2	Last date of receipt of application	20/04/2017
3	Display list of agencies qualified for the selection process	22/04/2017
3	Pre-bid meeting with the qualified agencies	24/04/2017
4	Agency Presentation	28/04/2017

Works will be awarded among empanelled agencies based on Creative/ Financial bid for each work.

Interested agencies may apply with documentary proofs to The Director, Information & Public relations Department, Thiruvananthapuram by 5 pm on or before 20<sup>th</sup> April 2017. Separate applications should be submitted for each category super-scribed with category number and name.

For more information contact I&PRD at 0471- 2327782, 2518443, Email: prddirector@gmail.com.