



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department – Creatives for Television/Theatre/Social Media/Radio and Print/Outdoor Creatives – Empanelment of Agencies / Persons- Orders issued

INFORMATION & PUBLIC RELATIONS (D) DEPARTMENT

G.O.(Ms)No.4/2024/I&PRD Dated,Thiruvananthapuram, 20-02-2024

- Read 1 G.O.(MS) No. 6/2020/I&PRD, dated 02.11.2020
2 Notification No. D3/90/2023/I&PRD, dated 12.09.2023
3 Proceedings No. D3/90/2023/I&PRD, dated 15.09.2023
4 G.O.(MS) No. 12/2023/I&PRD, dated 23.11.2023
5 Evaluation Note of the Selection Committee

ORDER

Information & Public Relations Department, Govt. of Kerala have invited applications from professional agencies/persons for preparing an empanelled list of agencies for making creatives for various campaign activities of the Department on behalf of Government of Kerala. As per the Government Order read as first paper above, agencies/persons were empanelled earlier under three categories for a period of 3 years, which was later extended as per the Government Order read as 4th paper above.

As per the notification read as 2nd paper above, applications were called for from the experienced agencies/persons for empanelment under the following two categories:

Category A – Television/ Theatre/ Social Media / Radio Creatives

Category B – Print / Outdoor Creatives

The applications received within the prescribed time limit were evaluated by the Selection Committee constituted as per the proceedings read as 3rd paper above. After examining the presentation of various agencies /persons, the Committee submitted its recommendations vide note referred as 5th paper above.

The Government have examined the matter in detail and are pleased to empanel agencies/persons as detailed below for making creatives under the following two categories for a period of 3 years from the date of this Order.

Category A (Television/Theatre/Social Media/Radio Creatives)

Sl. No	Agency/Person
1	Stark Communications (P) Ltd.
2	Invis Private Limited
3	Maitri Advertising Works Pvt. Ltd
4	Global Innovative Technologies
5	Centre for Development of Imaging Technology (CDIT)
6	Kerala State Film Development Corporation Ltd
7	CREADYA
8	D Ads
9	Images AD Films and Animations Pvt. Ltd.
10	MEDIAMATE Advertising India Pvt. Ltd.
11	Movingkraft Creative Studio
12	EVOKA Communications
13	Ten Point Media Pvt. Ltd.
14	Analyse Digital Business Solutions Private Limited
15	Kadhaas Govind Vishnu
16	REDEARTH
17	Streamline Printers and Advertisers
18	Communication Mantra Pvt. Ltd.
19	Sirajudin. S
20	K. Sureshkrishnan
21	Harri Nair
22	Noisy Carrot Advertising India
23	Vinod. V

Category B (Print / Outdoor Creatives)

Sl. No	Agency/Person
1	Global Innovative Technologies
2	Maitri Advertising Works Pvt. Ltd.
3	Stark Communications (P) Ltd.
4	D Ads
5	Limax Advertising Pvt. Ltd.
6	Chakra Communications
7	Centre for Development of Imaging Technology (CDIT)
8	SCENARIO
9	Bright Communications
10	PLAINSPEAK
11	Streamline Printers and Advertisers
12	Ten Point Media Pvt. Ltd.

13	EVOKA Communications
14	Wowels
15	Anil Raj. R.C
16	Dipukumar. S

The terms and guidelines for the empanelled agencies / persons are as follows:

(1) The agencies/persons shall provide their dedicated services to the Department as and when necessary and shall complete each work within the time limit prescribed by the Department.

(2) Agencies/persons empanelled under Category 'A' should submit, on requisition proposal for creatives of Television/Theatre show, Animation, Short Films and Radio creatives with concept and storyboard. The budget / estimate for the proposal should be submitted in a separately sealed envelope. The budget for the selected proposal will be finalized after negotiation with the concerned agency/person and the final payment will be made only after the evaluation by the cost committee.

(3) Content oriented posters, brochures, creatives for newspaper ad/outdoor ad, infographics and motion graphics should be prepared and submitted as per the Department's requirements. The budget / estimate for the creative should be submitted in a separately sealed envelope. The budget for the selected proposal will be finalized after negotiation with the concerned agency/person. The final payment will be made only after the evaluation by the cost committee.

(4) The maximum payment that the department may grant for each type of creative will be informed prior to the submission of proposals. The amount already approved for various creatives will remain the same.

(5) Creatives in Malayalam, English and Hindi should be submitted by the empanelled agencies / persons within the time stipulated.

(6) Those agencies/persons who do not participate in the campaigns conducted by the Information & Public Relations Department continuously without any valid reason will be eliminated from the panel without any prior notice.

(By order of the Governor)
SYAM V
DEPUTY SECRETARY

To:

Stark Communications (P) Ltd., TC 9/566, E-2, Jawahar Nagar, Kowdiar, Thiruvananthapuram-3

Invis Private Limited, Pandit Colony, Kowdiar, Thiruvananthapuram-3-

Maitri Advertising Works Pvt. Ltd, TC 15/139(3), 5A-Main Street, Althara Nagar, Vellayambalam, Thiruvananthapuram-695010

Global Innovative Technologies, 1st Floor, Kottakam Arcade, Kottaram Road, Calicut-6

Centre for Development of Imaging Technology (CDIT), Video Communication Division, Gorkhy Bhavan, Van Ross Junction, Thiruvananthapuram-34

Kerala State Film Development Corporation Ltd, Chalachithra Kalabhavan, Vazhuthacaud, Thiruvananthapuram-14

CREADYA, TC 25/3478, Dharohar UR 79, Uppalam Road, Thiruvananthapuram-695001

D Ads, 1/1701, Thoppil, Westhill, Calicut-673005

Images AD Films and Animations Pvt. Ltd., Images, Sanskrithi Garden Perandoor Road, Elamakkara, Kochi – 26

MEDIAMATE Advertising India Pvt. Ltd., PB No. 2237, MLR 106A, Behind Post Office, Sasthamangalam P.O., Thiruvananthapuram-10

Movingkraft Creative Studio, Grameena Patana Kendram, Karakulam P.O. Thiruvananthapuram

EVOKA Communications, Down Hill, Malappuram – 676519

Ten Point Media Pvt. Ltd., G-293, 2nd Floor, Panampilly Nagar, Kochi

Analyse Digital Business Solutions Private Limited, Padmanabham Building, Technopark, Thiruvananthapuram-695581

Sri. Kadhaas Govind Vishnu, Chavara P.O., Kollam – 691583

REDEARTH, G.259, Panampilly Nagar, Kochi 682036

Streamline Printers and Advertisers, 6th Floor, Chittoor Towers Sunny Meads Ln, Vanross, Palayam, Thiruvananthapuram-34

Communication Mantra Pvt. Ltd., 37/1822J, 1st Floor, Arsha Centre, K.K Road, Kochi-682017

Sri. Sirajudin. S, B-55, Kowdiar Gardens, Pandit Colony, Thiruvananthapuram

Sri. K. Sureshkrishnan, TC 12/1355, KSRA-143, Kailas, Kunnukuzhy, Thiruvananthapuram

Sri. Harri Nair, Sowparnika, 10K, Melarannoor, Thiruvananthapuram

Noisy Carrot Advertising India, 17/450A, Komalezhathu, Koyickal, Alappuzha

Sri. Vinod V, Vidyabhavan, Manappally North P.O, Karunagappally, Kollam-690574

Limax Advertising Pvt. Ltd., ULRA 55, Ulloor Lane, DPI Jn., Jagathy, Thiruvananthapuram-14

CHAKRA Communications, 3rd Floor, Chakra Tower, Vanros Jn. Thiruvananthapuram

SCENARIO, A-8, Sreerangam Lane, Sasthamangalam, Thiruvananthapuram-10

Bright Communications, 2nd Floor, JNI Stadium, Kaloor – 682017

PLAINSPEAK, VRA A18, WC Lane, Behind Govt. College for Women, Vazhuthacuad, Thiruvananthapuram-14

Ten Point Media Pvt. Ltd., G-293, 2nd Floor, Panampilly Nagar, Kochi

EVOKA Communications, Down Hill, Malappuram – 676519

Wowels, TC 21/168, Vishnupriya, NSS Karayogam Lane, Karamana, Thiruvananthapuram

Sri. Anil Raj. R C, Revathy, NMC 42/500, Aralumoodu P.O., Vivekadanda School Road, Neyyattinkara, Thiruvananthapuram-695123

Sri. Dipukumar. S, 'Ayodhya', Mannadisala P.O., Vechoochira, Ranni, Pathanamthitta – 686511

Forwarded /By order

Section Officer