

"കേരളാംഗ- മാതൃഭാഷ"



കേരള സർക്കാർ



നം.സി2/161/2021/ ഐ & പി ആർ

ഇൻഫോർമേഷൻ & പ്രസ്തിക് റിലേഷൻസ് (സി) വകുപ്പ്
തിരഞ്ഞെടുപ്പം . തീയതി : 25/09/2021

പ്രസ്തിക് ലീന പരോധ് -2022- ടാബ്ലോ ഡിസൈൻ ക്ഷണിച്ച

2022 ജൂൺ 26 ന് കേരളപ്രതിരോധമന്ത്രാലയം നൃഥ്യശില്പിയിൽ സംഘടിപ്പിക്കുന്ന റിപ്പ്രസ്തിക് ലീന പരോധിനോടനുബന്ധിച്ച് സംസ്ഥാനത്തിന്റെ ടാബ്ലോ അവത്ഥപ്പിക്കുന്നതിന് അവസ്ഥം ഉള്ളിട്ടുന്നതിനായി കേരളം അവത്ഥപ്പിക്കാനുശേഷിക്കുന്ന ടാബ്ലോയുടെ ഡിസൈൻ തയ്യാറാക്കി സമർപ്പിക്കുന്നതിന് ഈ മേഖലയിൽ പ്രവൃത്തി പരിപ്രയമുള്ള വരീൽ നീന് ഡിസൈനർകൾ ക്ഷണിക്കുന്നു. സ്വാത്രത്യോഗിനാഭ്യാഷത്തിന്റെ 75-ാം വാർ ചീകം - ആസാദി കാ അമൃത് മഹോത്സവം രാജ്യം ആശോശിക്കുന്നതിനാൽ താഴെ പറയുന്ന വിഷയങ്ങളിലാണ് ഡിസൈനർകൾ സമർപ്പിക്കുന്നത്.

India @75- Freedom Struggle,

Ideas@75, Achievements@75,

Actions @75,

Resolve@75

മേൽ പറയുന്നവയിൽ കേരളവുമായി ബന്ധപ്പെട്ട വിഷയത്തിൽ/ തിമിൽ ഒരു വ്യക്തിക്ക് /എജൻസിക്ക് എന്നിലധികം ഡിസൈനർകൾ സമർപ്പിക്കാവുന്നതാണ്. തിം ചെറുപ്പാംപും സമർപ്പിക്കുന്നതാണ്. ദിജിറ്റൽ കളിൽ തന്നെയാക്കണം ഡിസൈനർകൾ സമർപ്പിക്കുന്നത്. ഡിസൈനർകൾ സമർപ്പിക്കുന്നതിനുള്ള കേരള പ്രതിരോധമന്ത്രാലയത്തിന്റെ മാർഗനിർദ്ദേശങ്ങൾ വകുപ്പിന്റെ ഓഫോഫീസ് വെബ്സൈറ്റിൽ (www.prd.kerala.gov.in) കാണാവുന്നതാണ്. പ്രസ്തുത മാർഗനിർദ്ദേശങ്ങൾക്ക് അനുസൃതമായി ഡിസൈനർകൾ സമർപ്പിക്കുന്നതാണ്. നിശ്ചിത സ്ഥലപരിധിക്കൊള്ളിൽ ലഭ്യമാക്കുന്നവയിൽ ഉചിതമായ ഡിസൈനർകൾ വകുപ്പ് തെരഞ്ഞെടുത്ത് ആയവ കേരളപ്രതിരോധ മന്ത്രാലയത്തിന്റെ സെലക്ഷൻ കമ്മിറ്റി മുമ്പാകെ സമർപ്പിക്കുന്നതാണ്. ബന്ധപ്പെട്ട ഡിസൈനർകൾ തയ്യാറാക്കിയ ഡിസൈനർ നൃഥ്യശില്പിയിൽ നടക്കുന്ന കേരളപ്രതിരോധ മന്ത്രാലയത്തിന്റെ സെലക്ഷൻ കമ്മിറ്റി യോഗങ്ങളിൽ പി.ആർ.ഡി ഉദ്യോഗസ്ഥനൊപ്പം പങ്കെടുക്കുന്നതാണ്.

യാത്രാ ചെലവുകൾ വകുപ്പ് വഹിക്കുന്നതാണ്. നിശ്ചിതസമയപരിധിക്കുള്ളിൽ ലഭ്യമാകുന്ന ഡിസൈൻകൾ വകുപ്പ് പരിശോധിക്കുയും വകുപ്പ് തെരഞ്ഞെടുക്കുന്ന ഡിസൈൻകൾ കേന്ദ്രപ്രതിരോധമന്ത്രാലയത്തിന്റെ സെലക്ഷൻ കമ്മിറ്റി മുമ്പാകെ സമർപ്പിക്കുന്നതുമാണ്. കേന്ദ്രപ്രതിരോധമന്ത്രാലയത്തിന്റെ സെലക്ഷൻ കമ്മിറ്റി ഡിസൈൻ തെരഞ്ഞെടുക്കുന്ന പക്ഷം പ്രസ്തുത ഡിസൈൻ തയ്യാറാക്കിയവർ രൂപീയ ഇതിന്റെ 3 D മോഡലും ഹാബ്ലികേഷൻ ജോലികളും. നിർവ്വഹിക്കേണ്ടതാണ്. ഇതിനായുള്ള ചെലവ് കോൺസൾറ്റന്റ് കമ്മിറ്റി വിലയിൽത്തലിൻറെ അടിസ്ഥാനത്തിൽ വകുപ്പ് വഹിക്കുന്നതാണ്.

ഈത്തൽ വിവരങ്ങൾക്ക് 04712518447, 04712518013, 9496003239

ഡിസൈൻകൾ സമർപ്പിക്കുന്നതിനുള്ള അവസാനത്തീയതി 05/10/2021, സമയം ഉച്ചക്ക് 2 മണി. അയക്കേണ്ട വിലാസം: ഡയറക്ടർ, ഇൻഫർമേഷൻ പബ്ലിക് റിലേഷൻസ് വകുപ്പ്,സംസ്ഥാന ഫോറക്സ്,ഗവ.സെക്രട്ടറിയേറ്റ്, തിരഞ്ഞെടുപ്പ്.

Shyrendran K S
ഡെപ്പാർട്ട് ഡയറക്ടർ



GOVERNMENT OF KERALA

No.C2/161/2021/I & PR
Information & Public Relations (C) Dept

Thiruvananthapuram, Dated
:25/09/2021

**Republic Day Parade 2022-Kerala Tableau – Creative Consultant /Fabricator -
Applications invited**

The department of Information Public Relations will present tableau designs before selection committee of Defence Ministry for getting opportunity in presentation of Kerala Tablue in Republic Day Parade 2022 at New Delhi . Before finalizing the tableau design of State of Kerala, Department has decided to select a creative consultant/ Fabricator/ Designer in this regard for appropriate concepts and designs. Applications are invited hereby for the selection process . Those who are experienced in this field can apply. As India gears to celebrate 75 th independence day celebrations Azadi Ka Amrit Mahotsav the themes / subjects under consider are India @75- Freedom Struggle, Ideas@75, Achievements@75, Actions @75, Resolve@75 (Themes must be related to Kerala)

Designers can submit more than one design, which should be in original colour along with writeups. The guidelines regarding the preparation of designs of Ministry of Defence can be seen at official website of Information and Public Relations Department(www.prd.kerala.gov.in). The department after scrutinizing the designs received within the specified time and will select good designs and those will be submitted before selection committee of Ministry of Defence. The concerned designer must attend the selction committee meetings of Defence Ministry at New Delhi along with PRD official. TA/DA will be met by the Department. If the submitted designs are approved by the selection committee of Ministry of Defence, the concerned artist

will be entrusted to make the 3D model and fabrication works. The expenditure in this regard will be met by Information and Public Relations Department after cost committee evaluation. For more details 04712518447, 04712518013, 9496003239
The design should be submitted to the address given below, before 2 pm on
05/10/2021

Director

Information and Public Relations Department
Government Secretariat,south block
Thiruvananthapuram 1


Shylendran K S
Deputy Director

Guidelines for preparation of Tableaux proposals for participation in the Republic Day Parade-2022.

1. Theme of the tableaux for Republic Day Parade, 2022

India@75 - Freedom Struggle, Ideas @ 75, Achievements @ 75, Actions @ 75, & Resolve @ 75.

2. Initiatives to be included in tableau component

- Engagement of young qualified designers from renowned institutions.
- Strict and continuous supervision by the designers.
- Electronic display walls(LED, HD, 4K etc.) to be used for bright display of images or content.
- Moving elements using Mechatronics/Robotics.
- Innovative use of LED lighting to showcase dark/shadowed area.
- Balancing of sound level of music
- 3D printing could be used to depict certain elements.
- Use of eco-friendly material for the tableaux.
- Considering feasibility of display at important location after the parade so that more people can benefit seeing the creations.
- Avoid use of plastic and plastic based products as far as feasible.
- Use of technologies like Augmented Reality/Virtual Reality.
- Use of special effects to the maximum extent feasible to improve the optics/visual effects of the tableau.

3. Selection Process

(i) The tableaux proposals received from various organizations/agencies are evaluated in a series of meetings of the Expert Committee consisting of prominent persons in the field of art, culture, painting, sculpture, music, architecture, choreography, etc. In the first phase of selection, the sketch/design of the proposals are scrutinized and suggestions, if considered necessary, are given to carry out modifications in the sketch/design. Once the sketches/designs are approved by the Committee, the participants are asked to come up with three-dimensional models of their proposals. However, entering into the model stage itself does not mean selection. The models are thereafter examined by the Committee for final selection depending upon various considerations. Not more than one tableau from an organization participates in the Parade. Adequate time is given to the concerned agencies to make arrangements for attending the meetings of the Expert Committee. Non-attendance in any meeting means withdrawal and concerned agency will not be invited in subsequent meetings. All cost for attending the meetings is to be borne by the concerned agency. All interaction with the members of the Committee will be made by the official representative of the organization concerned. The artists/designers, etc. may accompany the official representative to suitably take note of the suggestions given by the Committee to carry out modifications in their respective sketch/design/model. They will, however, not directly interact with the members of the Expert Committee unless they are specifically authorized by the Committee to do so to explain any specific point.

(ii) This Ministry does not prescribe any firm/fabricator for design & construction of tableau for participating in Republic Day Parade. The State/UT/Ministry/Department may engage/appoint any firm/fabricator for this purpose on their own. However, to maintain quality and avoid monotony in look/design of the tableaux, it is suggested that concerned State/UT/Ministry/Department may ensure to engage such fabricators/designers who are not involved in fabrication of more than two tableaux including their proposal.

(iii) It is highlighted that selection of Tableaux passes different stages starting from initial appreciation of sketch/design and the themes brought forward by the States/UTs/Ministries/Departments followed by a three dimensional model which culminates into the selection of the actual model by Expert Committee through a series of interactions where all aspects of the tableaux are discussed threadbare. The selection depends upon a combination of factors including but not limited to visual appeal, impact on the masses, idea/theme of the tableaux, degree of detailing involved in the tableaux, music accompanying the tableaux etc. The selection process normally extends over six to seven rounds of meetings on different days with some elimination and short listing at each stage. Only the shortlisted States/UTs/Ministries/Departments in any given round of selection are informed about the next round of selection. Mere advancement from one stage to another does not entitle any participating State/UT/Ministry/Department for movement to another further round or the final selection, till it is confirmed. It is reiterated that final selection does not guarantee movement on Rajpath in the final parade, if it has not been created in terms of the final approved version during selection round.

4. Preparation of Sketch/Design

The sketch/design drawn on a scale of 1':1" should be simple, colourful, easy to comprehend and should avoid statistical data and unnecessary details. It should be able to convey, whatever it presents, by itself and should not require any explanation, writing or elaboration. Writing or use of logos on tableaux is not allowed except the name of States/UTs presenting which is allowed in Hindi in the front, in English on the back and in Regional language on the sides of the tableau. Similarly, in case of Ministries/Departments and other agencies, name of the Ministry/Department/organization is to be given in Hindi in the front and in English on the back. Designs in virtual reality in the form of CD showing the various components displayed from different angles, can also be presented.

5. Preparation of models

After the approval of the proposed sketch/design by the Expert Committee in its preliminary meetings, three dimensional model of the proposed tableau would be prepared on the lines of the suggestions given by the Committee for further inspection. Final approval for participation would be accorded only after the models of the tableaux are finally selected by the Committee.

Contd...3/-

6. Points to be kept in view while drawing up the proposal

- (i) One tractor and one trailer upon which a tableau would be fabricated, would be provided by the Ministry of Defence free of charges.
- (ii) No additional tractor, trailer or other types of vehicles would be allowed to be used in the tableau. This aspect should be kept in mind while preparing the designs of the tableau proposals to be presented before the Central Expert Committee.
- (iii) There is no objection to the use of vehicles other than tractor and trailers for fabrication of tableaux to give them a different look. But these vehicles will have to be arranged by the sponsoring authorities themselves. Under no circumstance, the total number of vehicles used in a tableau or the total number of distinguishable mobile components of a tableau would be more than two.
- (iv) As far as possible, there should be some movement, sound and animation on the tableaux.
- (v) Keeping in view the situation of Covid-19 during October/November, a decision on the number of performers on the trailer would be intimated. No performer is permitted to be on the tractor component of the tableau. Attractive ground element however can be considered on a limited number of tableaux only if it goes with the theme. These conditions are subject to modifications by MoD depending on the requirement of the tableau.
- (vi) The sketch should clearly depict as to how the tractor pulling the tableau will be used as a part of the theme. Camouflaging the tractor should be in harmony with the main theme of the tableau. There should be a gap of about 6-7 feet between the tractor and the trailer and/or between two trailers for turning or manoeuvring. This should be taken into account while designing the tableau.
- (vii) In case, a tableau is proposed to be integrated with a folk dance, it should be ensured that the selected dance is a genuine folk dance and the costumes and musical instruments are traditional and authentic. The tableau and the dance should also have thematic unity. Keeping in view the situation of Covid-19 during October/November, a decision on the strength of the dance party, excluding those who are to perform on the tableau would be intimated. The video clippings of the dance may also be sent along with the proposals.
- (VIII) State/UT may preferably engage artists performing on or along the tableau of the State/UT belonging to the concerned State/UT only, who would have a natural flair for the performance considering the criticality of the event. Bona fide of artists engaged by the State/UT/Ministry/Department may be ascertained by the authorised government official of the concerned State/UT/Ministry/Department before deputing the artists' team to Rashtriya Rangshala Camp.
- (ix) It is also suggested that State/UT/Ministry/Department may evolve their mechanism to ensure that the agency deployed for design/fabrication of the tableau remains associated with the job till finality to enable incorporating the originally conceived design alongwith the inputs of the Expert Committee from time to time.

Contd...4/-

7. Dimensions

While preparing the sketches and subsequently, three dimensional models, the following approximate dimensions of the trailers and tractors, which will be supplied to them for the fabrication of the tableau, may be kept in view:

Trailer	:	
Length	:	24' 8"
Width	:	8'
Height	:	4' 2"
Load carrying capacity	:	10 tons

The length, breadth and height of a single tableau should not exceed 45', 14' and 16' (from the ground level) respectively. If it is proposed to use any other vehicles under own arrangements, particulars thereof should be indicated in the proposal.

8. Facilities to be provided by the Ministry of Defence

During the meetings of the Expert Committee, the facilities such as a PC, LCD Projector, DVD Player and an overhead projector would be made available by the Ministry of Defence. Should there be any other support requirements, the Ministry may be informed in advance.

9. Last date for conveying willingness alongwith submission of Sketch/Design for participation: 27th September, 2021.
