
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

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

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 20th 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.