

Expression of interest

A MEDIA PUBLICITY sub-committee has been formed with Information Public Relations Department (IPRD) Director as convener in the wake of 'Keraleeyam-2023' event scheduled to be held in Thiruvananthapuram from 2023 November 1 to 7. IPRD has envisioned publicity blitzkrieg to ensure optimum reach out for the event through all media platforms.

IPRD is inviting expression of interest from individuals and firms to conceptualize and execute IEC/PR campaign activities for Keraleeyam-2023. The applicants having minimum five years of experience in national/state level in successfully carrying out at least five PR campaigns of government/semi-government/public /private sectors are requested to submit expression of interest.

Conditions:

1. Shall present Keraleeyam-2023 publicity strategy ideas that should garner attention in national/international level as per the instruction of the sub-committee
2. Shall present innovative IEC/PR ideas before the sub-committee with a clear picture about positive impacts in national/international level
3. The campaign should be carried out in print/visual/digital/social media platforms in an impactful manner ensuring wide reach as per the audience target decided by the sub-committee
4. Post Keraleeyam-2023, documentation of the event should be done and a detailed follow-up publicity plan presented before the sub-committee
5. Shall present a detailed PR feedback report of the organization of Keraleeyam-2023
6. Shall have human resources, office set up and technical, digital facilities to carryout publicity activities and feedback measures including conducting survey
7. Shall present a detailed PR/IEC plan on how to carry forward publicity activities of the goals set by Keraleeyam-2023 before the commencement of the event.

GOVERNMENT OF KERALA
INFORMATION PUBLIC RELATIONS DEPARTMENT
I&PRD invites Expression of Interest

The Information Public Relations Department invites expression of interest (Eoi) for conceiving and implementing comprehensive IEC & PR campaign activities from experienced agencies/individuals for the upcoming event, "**Keraleeyam: 2023**," scheduled to be held in Thiruvananthapuram from **November 1 to 7, 2023**.

The interested ones must have a proven track record, having successfully executed at least five campaigns at the state/ the national level for the past five years, either for the private or the government firms.

Eligible and interested individuals or organizations are requested to submit their expression of interest (Eoi) to the **Director, Information Public Relations Department, Secretariat, Thiruvananthapuram - 695 001** on or before **September 25, 2023**.

For further details, please visit the official website: www.prd.kerala.gov.in.