

SHA/610/2022-EXE(IEC)

STATE HEALTH AGENCY (SHA)
5th and 8th Floor, Artech Meenakshi Plaza,
Opposite Government Women and
Children's Hospital, Thycaud,
Thiruvananthapuram – 695 014

Rate Quotation Document

FOR

**RATE QUOTATIONS ARE
INVITED TO DEVELOP
CREATIVE FOR STATE HEALTH
AGENCY KERALA**

(Quotation No: SHA/610/2022-EXE(IEC))

Name of the Bidder :

Address :

Signature :

Last date and time for the receipt of Tender: 04.00 PM on 30.01.2023

Date of opening of bid: : 11.00 AM on 31.01.2023

NOT TRANSFERABLE

For details.

Website: www.sha.kerala.gov.in

Email: statehealthagencykerala@gmail.com



കുടുംബശ്രീ നോട്ടീസ്

സ്റ്റേറ്റ് ഹെൽത്ത് ഏജൻസി കേരള നടപ്പിലാക്കുന്ന വിവിധ പദ്ധതികളുടെ സോഷ്യൽ മീഡിയ പോസ്റ്ററുകൾ, ക്രിയേറ്റീവ് പോസ്റ്ററുകൾ, ഗ്രാഫിക് വീഡിയോ, 2D അനിമേഷൻ വീഡിയോ, 3D അനിമേഷൻ വീഡിയോ, ഗുണഭോക്തൃ അനുഭവ വീഡിയോകൾ (എല്ലാ നിരക്കുകളും ഉൾപ്പെടെ), പ്രൊമോ വീഡിയോ, അനുബന്ധപ്രവർത്തനങ്ങൾ എന്നിവ 2022-23 വർഷത്തേക്ക് റണ്ണിങ് റേറ്റ് കോൺട്രാക്ട് വഴി ആവശ്യാനുസരണം ചെയ്തു നൽകുന്നതിന് നിരക്കുകൾ രേഖപ്പെടുത്തിയ മുദ്ര വച്ച കുടുംബശ്രീകൾ ക്ഷണിച്ചുകൊള്ളുന്നു. 30.01.2023, 4.00 PM വരെ കുടുംബശ്രീകൾ സമീകരിക്കുന്നതും 31.01.2023 രാവിലെ 11.00 AM ന് കുടുംബശ്രീകൾ തുറക്കുന്നതുമാണ്.

Place : State Health Agency Kerala Conference Hall
8th Floor, Artech Meenakshi Plaza,
Opp. Women and Child Hospital, Thycaud,
Thiruvananthapuram - 014

കൂടുതൽ വിവരങ്ങൾക്ക് : www.sha.kerala.gov.in


ANIL KUMAR K
JOINT DIRECTOR(F&A)

Place : Thiruvananthapuram
Date : 10.01.2023



SPECIAL CONDITIONS

Name of Work: Rate quotations are invited to develop creative for State Health Agency Kerala.

1. The Advertisement agency must have 3 years of prior experience in implementing a similarnature of work either in Government or approved private parties. Documents to prove the above- said experience shall be submitted in a separate cover along with the technical tender form.
2. The rate quotation is invited for a period starting from 1st February 2023 to 31st March 2024. Theperiod may be extended or reduced as per requirement.
3. The advertising company can quote the items in the schedule separately or as a whole, based on their area of experience.
4. The advertising company should have submitted a copy of their previous work for review on a Compatible Disk (CD).
5. Intending eligible bidders may obtain Bid Document from the office of the SHA on all workingdays up to 05:00 pm by paying an amount of **Rs.500 /-** (**Rupees five hundred Only**) as tendercost, either by DD or NEFT in the name of **``KARUNYA AROGYA SURAKSHA PADATHI OPERATIONS,** Account No. 195305000419 ICICI Bank, IFSC: ICIC0001953, Vazhuthacud Branch.
6. The tender documents can also be downloaded from the website of the State Health Agency at www.sha.kerala.gov.in. The bidder shall attach a separate Demand draft/NEFT of Rs.500/- (Rupees five hundred only) as the Cost of tender document from any Nationalized / Scheduled Bank in favor of above mentioned bank account along with the tender document, failing whichthe offer will be rejected.
7. Average sales turnover shall be considered for a period of 3 years and should submit the last 3- year audited balance sheet as proof.
8. The bidder shall not be blacklisted by any center or state government institution or body. The bidder should attach a self-declaration duly signed by the authorized authority.
9. The tender can be submitted in two envelopes, one for technical and the second for financial. The tenders should be prepared and submitted as per the tender formats only prescribed in the tender document (Annexures attached)



File No. SHA/610/2022-EXE(IEC)

and should be addressed to The Executive Director, State Health Agency, 5th, and 8th Floor, Artech Meenakshi Plaza, Opposite Government Women, and Children's Hospital Thycaud, Thiruvananthapuram-695014. Email: statehealthagencykerala@gmail.com.

10. The selected bidder shall have to deposit an amount of **Rs.10,000/- (Rupees Ten Thousand only)** as a security deposit to State Health Agency Kerala and an agreement in stamp paper worth Rs. 200/- in the prescribed format is to be signed with State Health Agency Kerala.
11. The quotations should be prepared and submitted as per the quotation formats only prescribed in the tender document (Annexures attached) and should be addressed to:

The Executive Director,
State Health Agency,
5th and 8th Floor, Artech Meenakshi Plaza,
Opposite Government Women and Children's Hospital
Thycaud, Thiruvananthapuram-695 014.
Email: statehealthagencykerala@gmail.com

1. Important details & dates in a glance:

1	Quotation No.	SHA/610/2022-EXE(IEC)
2	Cost of Tender Document	Rs. 500/-
3	Performance Security	Rs. 10,000/- (Only for selected bidder)

2. Important Dates

Sl. No.	Particulars	Date and Time	Venue
1	Date of release of quotation	13.01.2023	State Health Agency (Head Office), 5 th and 8 th Floor, Artech Meenakshi Plaza, Opposite Government Women and Children's Hospital Thycaud, Thiruvananthapuram – 695 014
2	Last date for submission of filled up quotations	04.00 PM on 30.01.2023	
3	Date of opening of bid	11.00 AM on 31.01.2023	

(Bid document and subsequent clarifications on bid terms, if any, can be downloaded website : www.sha.kerala.gov.in)



Annexure I

**RATE QUOTATIONS - DEVELOP CREATIVE
FOR STATE HEALTH AGENCY KERALA
(Technical Bid)**

Sl. No.	Particulars	Remarks
1	Name, Address, E-Mail ID & Contact No. of Bidder (Land No. & Mobile No.)	
2	Income Tax Permanent Account Number (PAN) (Attach Proof), and IT Returns of assessment years 2019-20, 2020-21 and 2021-22	
3	GST Registration number, if any (attach Proof)	
4	Experience from the Govt. / PSU Companies / rental agencies / Pvt. Firms etc. (Attach copy of the performance certificate) If any	----- years
5	DD No. / Date of Tender Cost	

I hereby agree to creation of contents as per the terms & conditions mentioned in this quotation by the SHA.

Place: Thiruvananthapuram

Date:

Signature
Name & Address of the Agency



Annexure II

**RATE QUOTATIONS - DEVELOP CREATIVE FOR
STATE HEALTH AGENCY KERALA
(Price Bid)**

The specifications and size are mentioned below. The rates are applicable for a period of one year

REQUIRED ITEM	SPECIFICATION	Unit	Unit rate
Social Media Posters	Facebook, Instagram, and Twitterformats. Vertical and horizontal view	Per poster	
Creative Posters	Hand-drawn sketches, Paintings, and other art Projects Vertical and horizontal view	Per poster	
Graphics Motion Video	Script, Voice dubbing, non-Copyright template/ background score, WhatsApp & Facebook HD quality out Vertical and Horizontal view	Per second	
2D Animation Video	Script, Character creation, Character rigging, Voice dubbing, Sound mixing, No Copyright template/ background score, WhatsApp & Facebook HD quality out Vertical and horizontal view	Per second	
3D Animation Video	Script, Character creation, Character rigging, Voice dubbing, Sound mixing, No Copyright template/ background score, WhatsApp & Facebook HD quality out Vertically Vertical and horizontal view	Per second	
Beneficiary feedback video including travel and all other logistics charge	No copyright templet, Subtitle, and background score, WhatsApp & Facebook HD quality out Vertical and horizontal view	Individual beneficiary story	
Video Promo	No Copyright template/ background score, WhatsApp & Facebook HD quality out Vertical and horizontal view	Per second	



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Also, the content should have to satisfy the following compatible format

COMPATIBLE FORMAT	SUPPORTED MAXIMUM RESOLUTION
IMAGE (.JPEG)	15,360 X 8,640
VIDEO (.MP4)	1920 X 1080
LIVE (You tube Link)	1920 X 1080

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