

## **Work :- Skilled, intellectual and creatives & Printing work**

സഹകരണ എക്സ്പോ 2025-യ്ക്ക് ആവശ്യമായ വിവിധ ജോലികൾ ഏറ്റെടുത്ത് നടത്താൻ താല്പര്യപത്രം ക്ഷണിച്ചിരുന്നു. ആയിലേയ്ക്കുള്ള യോഗ്യതാ മാനദണ്ഡങ്ങൾ ചുവടെ ചേർക്കുന്നു.

### **Eligibility Criteria**

The minimum eligibility criteria will be:-

1. Applicant Agency shall be a registered entity. The copies of Certificate of incorporation/Registration, PAN Card and GST Registration shall be submitted.
2. Agency should be an empanelled agency of Public Relations Department for similar works
3. Agency shall be in operation for a minimum of 3 years as on 31st March 2025 . ACA Certificate to this effect to be submitted.
4. Applicant Agency shall have a minimum of 3 years' experience in similar Events.
5. Applicant Agency shall have experience in organising similar Events for State Government Departments/Agencies/other state Governments.
6. Applicant Agency shall have its own manpower for the works.
7. Applicant Agency should demonstrate sufficient personnel, organisational and financial strength (Audited Financial Statement for the last 2 years) to carry out this assignment.
8. Applicant Agency shall have a registered office in India and shall have a Coordinating office in Kerala with a dedicated team.
9. Applicant Applicant shall have valid GST registration and shall furnish GST number.
10. Applicant Agency should not have been blacklisted by any Government or Government Entity in the last 3 years (as on date of submission). A self- declaration to that effect shall be submitted by the authorized person.

## Items of works involved

### Skilled, intellectual and creatives works

SI No	Item Description	Quantity	Unit	Expected Date of Delivery(on or before )
<b>1.00</b>	<b>Branded Designing (General design and colour scheme of logo will be provided by the client)</b>	Quantity	Unit	
1.01	Designing logo for printing on bags.	1	Nos.	01.04.2025
1.02	Designing logo for printing on T-shirt	1	Nos.	01.04.2025
1.03	Designing logo for printing on caps	1	Nos.	01.04.2025
1.04	Designing logo for printing on pen	1	Nos.	01.04.2025
1.05	Designing logo for printing on Hand book/Festival book (English & Malayalam)	1	Nos.	01.04.2025
1.06	Designing posters	3	Nos.	01.04.2025
1.07	Design of banners	2	Nos.	01.04.2025
1.08	Design of brochure (English & Malayalam)	1	Nos.	01.04.2025
1.09	Design of Hoardings	1	Nos.	01.04.2025
1.10	Design of the front page for daily bulletin	1	Nos.	01.04.2025
1.11	Design of metal badge for officials	1	Nos.	01.04.2025
1.12	Design of ID Card for Guests, officials, delegates, participants and volunteers (in 5 patterns)	1	Nos.	01.04.2025
1.13	Design of Note pad	1	Nos.	01.04.2025
1.14	Design for Danglers	1	Nos.	01.04.2025
1.15	Design for way finding boards	1	Nos.	01.04.2025
1.16	Design for Logo printed balloons	1	Nos.	01.04.2025
<b>1.17</b>	<b>Design for main entrance- installation -minimum 50 feet</b>	<b>1</b>	<b>Nos.</b>	<b>05.04.2025</b>

1.18	Design for Nisagandhi Auditorium stage	1	Nos.	05.04.2025
1.19	Design for Nisagandhi Auditorium entrance	2	Nos.	05.04.2025
1.20	Design for arch- exhibition entrance & kanakakunnu palace –minimum 20 feet	2	Nos.	05.04.2025
1.21	Design for Selfie points (near entrance, near vip launch, near product launch stage)	3	Nos.	05.04.2025
1.22	Design for backdrop at product launching venue	1	Nos.	05.04.2025
1.23	Design for LED wall (main stage and seminar hall)	1	Nos.	10.05.2025
1.24	Design for logo animation to be displayed at the time of inauguration	1	Nos.	10.05.2025
1.25	Design for folder	1	Nos.	01.04.2025
1.26	Design for carry bag	1	Nos.	01.04.2025
1.27	Design for flag	1	Nos.	01.04.2025
1.28	Design for stalls name board fascia (less than 2.0 m × 30 cm)	1	Nos.	01.04.2025
1.29	Design for seminar programme notice	1	Nos.	10.04.2025
1.30	Design for daily seminar notice	1	Nos.	10.04.2025
1.31	Design for expo inauguration notice	1	Nos.	10.04.2025
1.32	Design for expo closing ceremony notice	1	Nos.	10.04.2025
1.33	Design for expo daily programme notice	1	Nos.	18.04.2025
2.00	<b>Creative Production (Content to be discussed with the client before finalisation. Onsite videos and audios to be included)</b>			
2.01	<b>Theatre Advertisement video</b> in HD quality (Duration 60 seconds)	1	Nos.	05.04.2025
2.02	<b>Television Advertisement</b> in HD quality (Duration 20 seconds)	1	Nos.	05.04.2025
2.03	<b>Social media - short videos/Reels</b>	10	Nos.	05.04.2025
2.04	<b>Social media - Posters</b> (Still and moving posters)	10	Nos.	05.04.2025
2.05	<b>Short film/Documentaries</b> (Time duration: 2	2	Nos.	05.04.2025

	minutes) Related to Expo and institutions participated including video documentation and post production works			
2.06	<b>Content creation for expo book with pictures.</b> The book shall contain details of stall participants and their products along with various programmes and events scheduled for each day.	1	Nos.	10.04.2025
2.07	Preparation of theme song of Expo 2025 in theatre quality including arranging artists, recording both audio and video and submission of the same to the client for playing in social media and other promotional activities	1	Nos.	10.04.2025
2.08	Short video –seminar subjects (duration 2 minuts)	8	Nos.	15.04.2025
<b>3.00</b>	<b>Documentation</b>			
3.01	Full Documentation in 8K resolution Video Camera including drone camera for all the 10 days of exhibition (Soft copy to be submitted to the client)	10	Days	Expo days
3.02	Photos for documentation using 4K quality Still Camera (Soft copy to the submitted to the client)	10	Days	Expo days
3.03	Daily activities and events full documentation in text format (min. 5 Page/day)	10	Days	Expo days
3.04	Daily document releases with pictures. (Soft copy and hard copy) for sharing to PRD and media.	10	Days	Expo days

**Printing Work**

SI No	Item -Description	Quantity	Unit	Expected Date of Delivery (on or before )
1.01	<b>Expo Book</b> (Art paper, paper quality-130 GSM, paper size 28 cm x 14 cm, number of pages 30) [Content will be provided by the client to the contractor]	5000	Nos.	18.04.2025

1.02	<b>Posters</b> Demy sized	5000	Nos.	01.04.2025  (deliver to 14 districts)
1.03	<b>Banners</b> (6 x 4 feet)	2000	Nos.	(deliver to 14 districts)
1.04	<b>Brochure</b> (Size A4, paper quality-130 GSM) 4 pages	5000	Nos.	05.04.2025
1.05	<b>ID Card for Stall Participant</b> (Size 13 x 10 cm, paper thickness - 2 mm) with its logo printed lanyard	1500	Nos.	18.04.2025
1.06	<b>ID Card for Seminar Delegate</b> (Size 13 x 10 cm, paper thickness - 2 mm) with its logo printed lanyard	3000	Nos.	18.04.2025
1.07	<b>ID Card for Official</b> (Size 13 x 10 cm, paper thickness - 2 mm) with its logo printed lanyard	500	Nos.	18.04.2025
1.08	<b>ID Card for Volunteer</b> (Size 13 x 10 cm, paper thickness - 2 mm) with its logo printed lanyard	500	Nos.	18.04.2025
1.09	<b>Special ID Card for Guest</b> (Size 13 x 10 cm, paper thickness 2 mm) with its logo printed lanyard	150	Nos.	18.04.2025
1.10	<b>Danglers with 1-meter good quality twain.</b> (Size 28 cm x 14 cm, Paper quality-300 GSM, Shape-rectangle, edge curved)	1000	Nos.	18.04.2025
1.11	<b>Logo printed food Coupons</b> -4 types (Breakfast, Lunch, Dinner, Tea-snacks) [Numbered and date printed] 12	20000	Nos.	18.04.2025
1.12	<b>Note pad</b> (Size 14 x 21 cm, Cover 220 GSM, inside 80 GSM. Number of pages 25)	5000	Nos.	18.04.2025

1.13	<b>Seminar program notice</b> [Matter will be provided by the client] A5 size Art paper (12 pages)	4000	Nos.	05.04.2025
1.14	<b>Daily seminar notice</b> [Matter will be provided by client] A4 size Art paper, single page [500 Nos x 8 Days]	4000	Nos.	10.04.2025
1.15	<b>Expo inauguration notice</b> [Matter will be provided by client] (A4 size, 250 GSM, Art paper)	2000	Nos.	05.04.2025
1.16	<b>Expo closing ceremony notice</b> [Matter will be provided by client] (A4 size, 250 GSM, Art paper)	2000	Nos.	05.04.2025
1.17	<b>Certificates</b> [Matter will be provided by client] (A4 size, White paper, 300 GSM)	500	Nos.	18.04.2025
1.18	<b>Seminar papers</b> [Matter will be provided by client] (A4 size 70 GSM, warm white color, Art paper, 20 pages) (400 Nos. each for 8 days)	3200	Nos.	18.04.2025
1.19	<b>Daily program Poster</b> [Matter will be provided by client] Double Demy sized, 130 GSM, Art paper (10 Nos. Each for 9 days)	100	Nos.	Previous day

Sd/

Registrar of Co-operative societies