



Office of the State Mission Director
National AYUSH Mission
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Details of Empanelment of Creative Agencies for National AYUSH Mission Kerala

1. Introduction:

The National AYUSH Mission Kerala is a scheme sponsored by the central government, under the Ministry of AYUSH. It aims to provide affordable and accessible AYUSH healthcare across the country. The mission also focuses on strengthening preventive and promotive healthcare at the primary level.

- 2. Objective:** The purpose of this empanelment is to select reputed creative agencies for the production and release of publicity materials of National AYUSH Mission Kerala through different mediums for a period of one year.
- 3. Selection Process:**

Applicants are empanelled based on the following criteria: -

- **Experience and Expertise:** The Agencies must have at least 3 years' experience in producing high-quality creative and publicity works. Experience with reputed government sector or private industry is preferred.
- **Creative Portfolio:** The Agencies must submit a portfolio of past projects showcasing their creativity, innovation, and design capabilities, including similar works they have executed for other clients.
- **Technical Capability:** The agencies should demonstrate technical proficiency in producing multimedia contents depending on the scope of the project.
- **Cost Efficiency:** The agency's pricing should be competitive and aligned with the budget of the organization. They should also demonstrate the ability to deliver cost-effective solutions without compromising on quality.
- **Understanding of the Project:** The agencies must show a clear understanding of the project's objectives, target audience, and messaging through their proposal or concept note.
- **Timeliness:** The ability to meet deadlines and deliver high-quality work within the stipulated time frame is a crucial factor in selection.
- **Innovative Solutions:** The agencies should be able to offer fresh and creative ideas that align with the organization's vision and objectives.
- **Team Strength and Resources:** The agencies should have a skilled team with adequate resources to handle the volume and complexity of the project efficiently.

4. Supporting Documents to be submitted: -

- Company Profile including documents pertaining to company's address, contact number etc.
- Experience and references
- Licenses and certifications
- Financial statements

5. The applicants should submit the applications on or before 30.09.2024 to

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