



Clean Kerala Company Limited

A Government of Kerala Undertaking

No: M/CKCL/45/2026

Thiruvananthapuram, 03.09.2026

EXPRESSION OF INTEREST (EOI)

For Empanelment / Selection of Agency for IEC Campaign on Scientific Management of Sanitary Waste and Awareness Creation Regarding Regional Sanitary Waste Treatment Facilities

1. BACKGROUND

As part of the Government of Kerala's initiatives for scientific and environmentally sound waste management, it has been decided to establish regional sanitary waste treatment facilities in the State with the cooperation of Clean Kerala Company Limited.

Regional sanitary waste treatment facilities are being established at **Kollam, Ernakulam, Palakkad and Kannur** districts. Each facility is envisaged with a **20 TPD capacity double-chamber incinerator**, providing an aggregate treatment capacity of up to **80 TPD**.

Sanitary waste generated from households, educational institutions, offices and other establishments is proposed to be collected through an organized system and transported to the designated treatment facilities for scientific treatment.

The proposed facilities are intended to provide a safe and scientifically controlled method for the treatment of sanitary waste. The treatment system incorporates controlled combustion and appropriate air pollution control measures, including suitable Air Pollution Control Systems (APCS), chimney arrangements and other environmental safeguards as applicable.

As part of the **100-Day Action Programme of the Government of Kerala**, the first regional sanitary waste treatment facility at **Palakkad** is proposed to be inaugurated on **30 September 2026**.

In this context, it is proposed to undertake a comprehensive **one-month Information, Education and Communication (IEC) campaign** to:

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- Create public awareness regarding sanitary waste and its scientific management;
- Communicate the importance and necessity of scientific sanitary waste treatment;
- Explain the functioning and environmental safeguards of the regional sanitary waste treatment facilities;
- Address concerns and create awareness among communities located around the treatment facilities;
- Promote responsible source-level segregation, storage and handing over of sanitary waste;
- Communicate the role of Clean Kerala Company Limited and the Local Self Government Department in sanitary waste management;
- Disseminate the message of scientific sanitary waste management across the State;
- Build public confidence regarding the safety and environmental safeguards associated with the facilities.

The September 2026 campaign shall focus primarily on **pre-inauguration IEC activities**, while **post-plant IEC activities shall be undertaken from 1 October 2026 to 10 October 2026**.

Clean Kerala Company Limited invites **Expression of Interest (EOI)** from competent and experienced agencies for conceptualization, planning, execution, documentation and reporting of the proposed IEC campaign.

2. SCOPE OF WORK

The selected agency shall be responsible for the planning, execution, coordination and documentation of the IEC campaign.

The scope shall include, but shall not be limited to, the following:

2.1 IEC Strategy and Campaign Planning

- Preparation of a comprehensive IEC campaign strategy and activity plan.
- Development of campaign themes, key messages, communication approach and content calendar.
- Preparation of location-specific communication strategies for the four regional sanitary waste treatment facilities.
- Development of communication materials suitable for urban, rural and institutional audiences.

2.2 Creative Content Development

The agency shall develop appropriate IEC materials including:

- Posters and digital creatives;
- Infographics;
- Awareness cards and information materials;
- Social media creatives;
- Short awareness videos;
- Reels/short-form videos;
- Motion graphics/animated content, wherever required;
- Frequently Asked Questions (FAQ) materials;
- Educational and awareness messages;
- Community awareness materials;
- Press/media communication materials;
- Other IEC materials as approved by Clean Kerala Company Limited.

All content shall be factually accurate, technically appropriate and approved by CKCL before publication.

2.3 Regional Community Awareness

Special focus shall be given to communities located in and around the proposed sanitary waste treatment facilities at:

1. Kollam
2. Ernakulam
3. Palakkad
4. Kannur

Activities may include:

- Community awareness programmes;
- Local stakeholder interaction;
- Awareness sessions;
- Public information programmes;
- Interaction with residents' associations, institutions and local bodies;
- Awareness activities in educational institutions;
- Distribution/display of IEC materials;
- Addressing commonly raised concerns regarding sanitary waste treatment and environmental safeguards.

2.4 Institutional Awareness

The agency shall undertake awareness activities targeting:

- Households;
- Schools and colleges;
- Government and private offices;
- Health institutions;
- Commercial establishments;
- Local Self Government Institutions;
- Haritha Karma Sena/other waste management personnel;
- Resident associations;
- Community organizations and other relevant stakeholder groups.

2.5 Digital and Social Media Campaign

The agency shall plan and execute a coordinated digital IEC campaign through suitable platforms, including:

- Facebook;
- Instagram;
- YouTube;
- WhatsApp and other appropriate digital platforms.

The campaign shall include:

- Awareness posts;
- Reels;
- Short videos;
- Infographics;
- Explainer content;
- Countdown posts leading to the Palakkad inauguration;
- Post-inauguration awareness content;
- Myth-versus-fact content;
- Public awareness messages on source-level sanitary waste management.

2.6 Media and Public Relations Support

Where required and approved by CKCL, the agency shall support:

- Preparation of press notes;
- Media communication;

- Press interaction support;
- Coverage of approved IEC activities;
- Documentation of inauguration-related communication activities;
- Dissemination of campaign messages through suitable media channels.

2.7 Palakkad Plant Inauguration Campaign

Special IEC activities shall be undertaken in connection with the inauguration of the Palakkad sanitary waste treatment facility on **30 September 2026**, including:

- Pre-event awareness;
- Countdown campaign;
- Event-related digital content;
- On-site IEC support;
- Photo/video documentation;
- Post-event communication;
- Public dissemination of key messages regarding scientific sanitary waste treatment.

2.8 Post-Plant IEC Campaign

A focused post-plant IEC campaign shall be conducted from **1 October 2026 to 10 October 2026**.

The campaign shall focus on:

- Communicating the significance of the facility;
- Creating public awareness regarding scientific sanitary waste treatment;
- Communicating environmental safeguards;
- Promoting responsible sanitary waste disposal;
- Addressing community concerns;
- Sharing approved photographs, videos and other documentation of the facility and activities.

2.9 Documentation and Reporting

The agency shall maintain proper documentation of all activities and submit:

- Daily/periodic activity reports;
- Photographs;
- Videos;
- Attendance/details of participants, wherever applicable;

- Copies/screenshots of published digital content;
- Media coverage;
- Social media performance data, wherever applicable;
- Final consolidated IEC campaign report.

3. ESTIMATED QUANTITY

The following quantities are indicative and may be modified by Clean Kerala Company Limited based on campaign requirements.

Sl. No.	Activity / Deliverable	Indicative Quantity
1	Campaign strategy and IEC plan	1
2	Master creative/theme development	1
3	Digital IEC creatives	As required
4	Infographics	As required
5	Short awareness videos/Reels	As required
6	Awareness/explainer videos	As required
7	Regional community awareness programmes	As required
8	Institutional awareness programmes	As required
9	Palakkad inauguration-related IEC activities	1 campaign
10	Social media campaign	1 campaign
11	Post-plant IEC campaign	1 campaign
12	Photography and videography	As required
13	Media/PR support	As required
14	Final documentation and report	1

The exact quantity of each activity/material shall be finalized by CKCL based on the approved IEC plan and available budget.

4. WASTE CATEGORIES AND FINANCIAL QUOTE

The agency shall submit a detailed financial quotation against each activity/deliverable.

The quotation shall preferably be submitted under the following categories:

Sl. No	Category	Unit	Unit Rate (₹)	Quantity	Amount (₹)
1	IEC strategy & campaign planning	Lump sum		1	
2	Creative design & digital content	Per creative			
3	Infographic development	Per item			
4	Video/Reel production	Per video			
5	Photography	Per day			
6	Videography	Per day			
7	Community awareness programme	Per programme			
8	Institutional awareness programme	Per programme			
9	Social media campaign management	Lump sum/Per month			
10	Media/PR support	Lump sum			
11	Printing/physical IEC materials	Per unit			
12	Event/inauguration IEC support	Lump sum			
13	Documentation and final report	Lump sum		1	

14	Other approved activities	IEC	As applicable			
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Note: The agency shall clearly indicate applicable **GST, taxes, production charges, manpower charges, travel expenses and other applicable costs**, separately wherever applicable.

The financial quotation shall remain valid for the period specified by CKCL.

5. WEIGHMENT AND DOCUMENTATION

Since the present EOI primarily relates to IEC activities and not transportation/treatment of waste, physical weighment of waste shall not form part of the agency's scope unless specifically assigned by CKCL.

However, the agency shall maintain proper documentation of all IEC activities undertaken.

Where sanitary waste collection/treatment data is used in any IEC material, the agency shall use **only officially verified data provided/approved by Clean Kerala Company Limited or the competent authority**.

The agency shall submit:

- Activity-wise details;
- Date and location;
- Number/type of participants, wherever applicable;
- Photographic evidence;
- Video documentation;
- Digital publication details;
- Media coverage details;
- Social media analytics, wherever applicable;
- Expenditure/activity statement, where required;
- Final consolidated report.

6. BASIS OF QUOTATION

1. The quotation shall be submitted on a **unit-rate basis and/or lump-sum basis**, as specified in the financial format.

2. Rates shall include all costs necessary for satisfactory completion of the work unless specifically excluded.
3. The agency shall clearly indicate GST and other applicable statutory taxes separately.
4. No additional payment shall be admissible for activities that are reasonably necessary for completion of the approved scope unless specifically approved by CKCL in writing.
5. Any additional activity beyond the approved scope shall be undertaken only with prior written approval of CKCL.
6. The agency shall submit a detailed cost breakup wherever requested by CKCL.
7. CKCL reserves the right to increase, decrease, modify or omit any activity depending upon programme requirements and budget availability.
8. Payment shall be made based on satisfactory completion of approved activities and submission of required documentation/invoices.
9. The quotation shall remain valid for the period specified in the EOI.

7. TIME SCHEDULE

10 September 2026 to 10 September 2026

The agency shall submit a detailed activity calendar within the period specified by CKCL after selection.

8. ELIGIBILITY CRITERIA

The applicant agency shall meet the following minimum eligibility requirements:

1. The agency shall be a legally registered entity/company/firm/agency capable of undertaking IEC, communication, media, digital or awareness activities.
2. The agency shall have demonstrated experience in IEC/public awareness/social communication campaigns.
3. Preference may be given to agencies having experience in:
 - Waste management;
 - Environmental communication;
 - Government/public sector IEC campaigns;
 - Community awareness programmes;
 - Digital media campaigns;
 - Large-scale public awareness campaigns.

4. The agency shall have adequate professional manpower and technical capacity for creative development, digital communication, photography, videography and field-level programme execution.
5. The agency shall have the capacity to execute activities simultaneously at multiple locations in Kerala.
6. The agency shall submit documentary evidence supporting its eligibility and previous experience.
7. The agency shall provide details of similar works completed during the prescribed period, including client, work order/value and completion details, wherever available.
8. The agency shall not have been blacklisted/debarred by any Government Department, Government Agency, PSU or statutory authority as on the date of submission of EOI.

9. EVALUATION OF EOI

The submitted EOIs shall be evaluated by a committee constituted by Clean Kerala Company Limited.

The evaluation may consider the following parameters:

Evaluation Parameter	Weightage
Relevant experience in IEC/public awareness campaigns	20
Experience in waste management/environment-related communication	15
Technical approach and campaign strategy	15
Creativity and quality of proposed IEC concepts	15
Capacity for multi-location execution	10
Professional manpower and technical resources	10
Financial quotation	15
Total	100

The above evaluation criteria/weightage may be modified by CKCL as deemed appropriate.

The agency may be required to make a **presentation before the evaluation committee** explaining its proposed IEC strategy, creative approach, implementation methodology, manpower deployment and financial proposal.

CKCL reserves the right to seek clarification from the applicants during the evaluation process.

Submission of an EOI does not confer any right on the applicant for selection or award of work.

10. GENERAL CONDITIONS

1. This EOI is intended to identify a competent agency for implementation of the proposed IEC campaign.
2. CKCL reserves the right to accept or reject any or all EOIs without assigning any reason.
3. CKCL reserves the right to modify the scope, quantity, schedule or deliverables based on programme requirements.
4. All IEC content shall be subject to prior approval of CKCL before dissemination.
5. The agency shall ensure that all information, statistics, technical claims and public messages are factually correct and approved by CKCL.
6. The agency shall not publish any content relating to the sanitary waste treatment facilities without prior approval from CKCL.
7. Photographs, videos, creative materials and other content specifically produced under the assignment shall be made available to CKCL in editable/high-resolution formats wherever required.
8. The agency shall maintain confidentiality of all information, documents and data provided by CKCL.
9. The agency shall comply with all applicable Government rules, statutory requirements and directions issued by CKCL.
10. The agency shall be responsible for obtaining permissions required for any field activity, event or public communication, wherever applicable.
11. The agency shall ensure adequate safety arrangements for its personnel during field activities.
12. Any expenditure incurred without prior approval of CKCL shall be at the risk of the agency.
13. No activity shall be undertaken in the name of CKCL without authorization.
14. The agency shall nominate a nodal officer for coordination with CKCL.

15. The selected agency shall coordinate with the designated officers of CKCL and concerned Local Self Government Institutions.
16. Payment shall be released only after satisfactory completion of the approved activities and submission of supporting documents.
17. The agency shall comply with applicable GST and other statutory requirements.
18. In case of any dispute, the decision of the competent authority of CKCL shall be subject to applicable Government rules and legal provisions.
19. CKCL reserves the right to cancel the EOI process or withdraw/modify the proposal at any stage.
20. Any other condition deemed necessary by CKCL may be incorporated in the final work order/agreement.

11. SUBMISSION OF EOI

Interested and eligible agencies shall submit their EOI proposal containing the following:

A. Technical Proposal

1. Covering letter;
2. Profile of the agency;
3. Registration/incorporation details;
4. Details of relevant experience;
5. Details of similar works undertaken;
6. Client list and work details;
7. Proposed IEC strategy;
8. Proposed campaign concept/theme;
9. Proposed implementation methodology;
10. Proposed activity calendar;
11. Manpower deployment plan;
12. Details of technical/creative resources;
13. Details of regional/multi-location execution capability;
14. Samples/portfolio of previous IEC works;
15. Declaration regarding non-blacklisting/debarment;
16. Any other relevant supporting documents.

B. Financial Proposal

The financial proposal shall contain:

- Activity-wise unit rates;
- Quantity;
- Total amount;
- GST and applicable taxes;
- Other applicable charges;
- Grand Total.

The financial proposal shall be submitted in the prescribed format/quotation format specified by CKCL.

Submission Deadline

Last Date and Time: 07/09/2026

Mode of Submission

Email/Physical Submission

Submission Address

Managing Director
Clean Kerala Company Limited
State Municipal House

Email: cleankeralacompany@gmail.com

For more details visit our website

www.cleankeralacompany.com and contact : 0471-2724600, 7558084422




Managing Director