

Eol for the selection of an Agency for the conduct of family meet of LIFE
Mission beneficiaries across the State

LIFE (The Livelihood Inclusion and Financial Empowerment) Mission was implemented in the year 2016 by Government of Kerala as a time bound programme for the total eradication of homelessness in the State through a multi-pronged approach of addressing the ground level issues. The Mission provides housing for the landless-houseless-poor along with a comprehensive rehabilitation programme aimed at enabling them to determine a sustainable livelihood through skill development, leading to financial self-reliance and ensuring an inclusive development scenario.

LIFE Mission has completed almost 1.46 lac houses in the State which is a major achievement. As part of this achievement, a family meet is planned across the state where the beneficiaries who completed houses under this Mission would be brought under a common platform. This family meet of beneficiaries of completed houses under Phase 1 and Phase 2 of LIFE is planned during the period of December 1-15, 2019. These family meet would be conducted at Block, Municipality and Corporation Level. The presence of hon. MLAs would be assured for this meet. These meet are envisaged to popularize the impact of LIFE Mission in the society. After December 15, when all LSG level meetings are over, a district level proclamation of completion of the houses under the Mission would be convened from December 15 to December 30, 2019. The state level proclamation is proposed on January 1st, 2020.

The family meets at block level should be beneficial to the beneficiaries too. As LIFE is a Mission pertaining to Livelihood and Financial Empowerment the family meet would focus on including LIFE beneficiaries to all the existing State and Central Schemes in which they can get assistance. For this, the following facilities/opportunities would be also arranged in the family meet. This special ***Convergence and Inclusion Adalat*** is scheduled from 10 AM to 4 PM. The various services provided in the adalat are as follows:

Sl.No	Name of Service	Agency/Dept. Which has to provide service
1	Adhar Updation / Correction	Through Akshaya
2	Election ID Card	Through Akshaya
3	Bank Account	Lead Bank/Regional Bank
4	Ration Card / Issue/ Correction/ Addition etc	Civil Supplies
5	Social Security Pensions	LSGIs
6	Pradhanamantri Ujwal Yojana (Gas Connection)	Gas Agencies
7	Insurance (RSBY- CHIAC)	Labour Dept
8	Soubhagya Energy Scheme	KSEB

9	Swatch Bharat Abhiyan Services	Total Sanitation
10	DDUGKY (Skill Training)	Kudumbasree
11	Job Card (MGNREGS)	MGNREGS Officials
12	Micro Enterprises Information Providing	Industries Dept
13	Fruit Trees / Bamboo Seedlings	Agriculture / Social Forestry – Bamboo Corporation
14	Fishing – assistance	Fisheries Department
15	Registration in Employment Exchange	Employment Dept
16	Dairy Sector Schemes inclusion	Dairy Department
17	Agriculture Schemes inclusion	Agriculture Department
18	MKSP Scheme Inclusion	Block Panchayath
19	ST. Dept Scheme Inclusion	ST Department
20	SC Dept Schemes Inclusion	SC Department
21	Medical Assistance / Health Department Schemes inclusion	Health Department
22	ICDS / Anganwadi Schemes Inclusion	Social Justice Department

* All the beneficiaries would be given an Identity Card stating that they are LIFE Beneficiaries

* All beneficiaries would be given a memento by LIFE which would help them cherish that they are an inevitable part of this Mission.

For the smooth conduct of this family meet across the state, LIFE Mission invites the service of experienced agencies functioning in Kerala

Scope of service for the Agency

1. Naming the campaign
2. Identity card for the beneficiaries
3. Communication materials
 - a. Invite to beneficiaries and officials
 - b. Posters at all LSGIs
 - c. Advertisement (print)
 - d. Short videos (of one minute and two minutes' duration)
 - e. Social media creatives – 20 Nos
4. Event venue branding
 - a. Counters (for different departments)
 - b. Information panels
 - c. Registration
 - d. Event kit design
 - e. Memento design
 - f. Life Mission beneficiary identity card design
5. Media relations materials
 - a. Press invite
 - b. Press kit
 - c. Press release

Agencies should submit their Expression of Interest, sample creatives for this event, and cost for the scope of services mentioned along with other credentials including their prior experience in the conduct of similar events on or before 25th of November 2019 in sealed covers addressed to “Chief Executive Officer, LIFE Mission, 2nd floor, PTC Towers, S S Kovil Road, Thampanoor – 695001”.

Chief Executive Officer

Sd/-

LIFE Mission