

Directorate of General Education
National Service Scheme
(Higher Secondary Wing)
Jagathy, Ulloor Lane (Opp.New Building)
Thiruvananthapuram
0471 2323023
dhsensskerala@gmail.com
Date: 13/10/2025

**Invites Expression of Interest (EOI) for Branding, PR, Event Design and Execution of
Jeevithotsavam 2025**

The Directorate of Higher Secondary Education, Higher Secondary National Service Scheme Government of Kerala, invites proposals from qualified agencies for the branding, public relations, event design and event execution of Jeevithotsavam 2025, the annual cultural and youth Carnival organized under the Higher Secondary NSS Cell.

The selected agency will be responsible for developing an integrated communication and branding strategy, designing event collaterals, managing media relations, and executing the event in a professional and creative manner. Proposals will be evaluated by an expert committee on the basis of concept, execution capacity, past experience, and cost-effectiveness.

The proposal should include:

- Concept note/creative approach
- Branding & communication strategy
- Event design & execution plan
- Budget estimate

Last date for submission: 15.10.2025 Wednesday 5PM

Proposals should be submitted in a sealed envelope superscribed "EOI – Jeevithotsavam 2025" and addressed to Dr.Shajitha S., Academic Joint Director & State programme co-ordinator Higher Secondary National Service Scheme, Jagathi, Thiruvananthapuram-695014




Joint Director (Academic)