



GOVERNMENT OF KERALA

Abstract

Local Self Government Department - Development and Release of Theme Song for KSWMP - Administrative Sanction and release of payment -accorded - Orders issued

LOCAL SELF GOVERNMENT (WM) DEPARTMENT

G.O.(Rt)No.905/2024/LSGD Dated,Thiruvananthapuram, 23-05-2024

- Read:- (1) Minutes of the meeting held on 20.06.2023 chaired by Hon'ble Minister for LSGD & Excise.
- (2) Minutes of the Evaluation cum cost committee meeting held on 11.08.2023.
- (3) Minutes of the meeting held on 12.10.2023 chaired by Hon'ble Minister for LSGD & Excise.
- (4) Minutes of the Evaluation cum cost committee meeting held on 16.10.2023.
- (5) Minutes of the Evaluation cum cost committee meeting held on 13.12.2023.
- (6) Minutes of the Evaluation cum cost committee meeting held on 16.02.2024.
- (7) Minutes of the 4th Empowered Committee meeting held under the chairmanship of Special Secretary, LSGD on 26.02.2024
- (8) Letter No. 39/ADM/2024/KSWMP dated 20.03.2024 from the Project Director, KSWMP.
- (9) Minutes of the 5th Empowered Committee held on 30.04.2024 in the chamber of Additional Chief Secretary, LSGD
- (10) Government letter No. WM1/75/2024/LSGD dated 06.05.2024.
- (11) Letter No. 39/ADM/2024/KSWMP dated 20.05.2024 from the Project Director, KSWMP

- (12) G.O. (Rt)No. 1051/2022/LSGD dated 27.04.2022 - constitution of empowered committee for implementation of KSWMP

ORDER

As part of the IEC initiative of the Kerala Solid Waste Management Project, a dedicated agency, Stark Communications, has been engaged as a Communication Consultant to undertake and support various promotional activities in the arena of waste management. In the meeting referred as 1st paper above, it was decided (Decision No. 5) to create a theme song to augment public relations activities under KSMWP and the 'Malinyamuktham' campaign through IEC consultant of KSWMP. In the meeting read as 3rd paper above it had been decided to share the expense for the Theme Song mutually by Suchitwa Mission and KSWMP. KSWMP through its dedicated agency selected M/s Kadhaas Untold for the purpose of developing the theme song of the Malionya muktham navakeralam campaign and the waste management initiative at the heart of KSWMP.

(2) Project Director, KSWMP as per letter read as 8th paper above reported that the selection process involved the review of multiple proposals from experienced agencies, culminating in the shortlisting of M/s Kadhaas untold Pvt Ltd for their proposal's thematic excellence, creative brilliance, and technical competence. Subsequent negotiations led to a finalized budget of Rs. 39,50,000 plus GST (Rs 46.61 lakh) and a 15% agency coordination fee.

(3) The M/s Kadhaas Untold, the selected agency, made multiple presentations before the Hon'ble Minister for LSGD & Excise and senior officers of LSGD including the ACS LSGD, the PD LSGD, the ED

Suchitwa mission and the campaign secretariat for developing the theme song for the waste management campaign. The theme song was produced incorporating the inputs and suggestions made and the final modified rough cut was presented and finalised in the meeting of the MLSGD and senior officers on 12th October 2023. In view of the upcoming Keraleeyam, it was instructed to collapse the timelines and make the theme song ready to be launched during the Keraleeyam programme in the first week of November. The theme song was launched on November 4, 2023 during the 'Keraleeyam' celebration. M/s Kadhaas Untold submitted an Invoice for Rs. 46,61,000.

(4) The 4th Empowered Committee Meeting on 26.02.2024 took into consideration the deliberations of the Cost cum Evaluation committee of KSWMP and ratified the action taken by KSWMP in co-producing the theme song with Suchitwa Mission for a total sum of Rs. 46,61,000/- (including GST). The Empowered Committee also decided to recommend the release of this payment by KSWMP to the selected vendor after reporting to the Government and taking Government approval.

(5) Project Director, KSWMP as per letter read as 8th paper above requested approval for the release of payment as per the recommendation of the empowered committee, wherein 50% of the fund from KSWMP and remaining 50% from the Suchitwa Mission's allocation.

(6) It was noted that the Empowered Committee is competent to approve all projects to be taken under KSWMP, issue Administrative Sanction and approve various procurement processes. As per letter read as 10th paper above, PD, KSWMP informed that the matter stands referred to the Empowered Committee for appropriate decision.

(7) The 5th Empowered Committee meeting held on 30.04.2024 decided to issue Administrative Sanction for the project, to be shared equally between Suchitwa Mission and KSWMP including GST (minus the agency overheads to STARK).

(8) As per letter read as 11th paper above, PD, KSWMP requested to issue Administrative Sanction to release the payment of Rs.46,61,000 and to share the cost equally with Suchitwa Mission.

(9) Government have examined the matter in detail and are pleased to accord Administrative Sanction for the project and to release payment of Rs.46,61,000 (Rupees forty six lakhs sixty one thousand only) including the GST, to be shared equally between Suchitwa Mission and KSWMP. The overheads to Stark Communications, the communication agency of KSWMP, are to be separately given by KSWMP.

(By order of the Governor)
SARADA MURALEEDHARAN I A S
ADDITIONAL CHIEF SECRETARY

To:

The Project Director, KSWMP.

The Executive Director, Suchitwa Mission.

The Principal Accountant General (A&E) / (Audit), Kerala,
Thiruvananthapuram.

The I&PR (Web & New Media) Department.

The Executive Director, IKM.

Stock File / Office Copy

Forwarded /By order

Signed by

Pradeesh Kumar M K

Date: 24-05-2024 10:31:23
Section Officer

Copy to :- PS to Minister, LSGD

PA to ACS, LSGD

