

**INVITATION FOR EXPRESSION OF INTEREST FROM  
AGENCIES EMPANNELED BY THE DEPARTMENT  
INFORMATION AND PUBLIC RELATIONS FOR FIXING DIGITAL  
WALL PAINTINGS FOR DIFFERENT HELPLINES UNDER THE  
DEPARTMENT OF MISSION SHAKTI**

NOTIFICATION No. 3748 DATE 24.09.25

In pursuance of the letter no. 4789 dated 08-08-2025 of the Department of Mission Shakti, for fixing digital wall paintings for different helpline and toll- free numbers under the Department of Mission Shakti, Expression of Interest are invited from the **Ten Empaneled Agencies, as notified by the Department of Information and Public Relations vide its Notification no. 1449 dated 24-01-2024**, for fixing Digital Wall paintings for different Helpline and Toll- free numbers in the 229 operational buildings/ offices under the jurisdiction of the Department of Mission Shakti, in the district of Bhadrak. It may be noted that the work orders will be divided among all the interested agencies. No tender process will be followed since rates per square feet (excluding GST) are fixed for such work vide the Notification no. 1449 dated 24-01-2024 of the Department of Information and Public Relations. The work allotted shall be executed while adhering strictly to the guidelines laid down by the Department of Mission Shakti, vide its letter no. 4789 dated 08-08-2025. All interested agencies are requested to communicate their letter of interest, **to the DSWO, Bhadrak, at the e-mail address- dswobhadrak@nic.in, within 7 days** of this advertisement, i.e., by 30-09-2025, 4.00 PM.

*RMh*  
*24/9/25*  
District Social Welfare Officer  
Bhadrak



ଓଡ଼ିଶା ସରକାର  
ମିଶନ ଶକ୍ତି ବିଭାଗ  
GOVERNMENT OF ODISHA  
MISSION SHAKTI DEPARTMENT

Lok Seva Bhawan  
Bhubaneswar- 751001  
Tel: 0674 2974093  
e-mail: [missionshakti.od@gov.in](mailto:missionshakti.od@gov.in)

MS-PIEC-IEC-0004-2025 - 4789

/ Date- 8.8.2025

From: Sailendra Kumar Jena, OAS(SAG)  
Additional Secretary to Government

To: All CDOs cum EOs, Zilla Parishad  
All DSWOs

Subject: Wall painting of 181 Women Helpline in integration with Child Helpline -1098,  
Emergency Helpline -112 & Tele Manas Helpline - 1800-89-14416 & Mission  
Shakti Call Center - 155276-Reg.

Madam/ Sir,

With reference to the subject & letter cited above, I am to say that wall painting of different helpline and toll-free numbers, i.e., 181 Women Helpline in integration with Child Helpline-1098, Emergency helpline-112, Tele Manas-1800-89-14416 & Mission Shakti Call Center-155276 may be displayed at each and every establishment coming under this Department jurisdiction. The detailed guidelines are attached herewith.

The expenditure to be incurred may be met from the funds of Mission Shakti Department under Publicity & IEC head available with the districts. In case of non-availability of the funds, other funds may be utilised to complete the work and requisition for funds may be placed with this Department.

Yours faithfully,

Additional Secretary to Govt.

Memo No. 4790

Date: 08.08.2025

Copy forwarded to all DPC/ DPM for information and necessary action.

Additional Secretary to Govt.

## GUIDELINES FOR DISPLAY OF SUBHADRA HELPLINE 14678 AND OTHER EMERGENCY NUMBERS

1. Display board displaying the following emergency helpline numbers are to be displayed at all the operational buildings/ offices of Mission Shakti Department from State to Grama Panchayat level. The approved design of the display board is attached at Annexure-A.
2. The board to be printed and displayed as a digital wall painting with the size of **5 feet x 2.5 feet** in size. The aspect ratio and the colour combination to be followed strictly as given in the approved creative at Annexure-A.
3. The display to be made at a conspicuous space at the entry of the building/ outer wall/ boundary wall so that the same shall be prominently in public view.
4. Districts may get the work done through the district specific empaneled agencies of Information and Public Relation Department in notification no. 1449 dated 24.01.2024. The notification also specifies the approved unit rate for printing, installation etc. including the logistics. Copy of the letter of I & PR Department is attached as Annexure-B.
5. Districts may meet the expenses from the funds available under Publicity and IEC head of Mission Shakti Department. In case funds are not available, districts may complete the work utilising any other available fund and intimate the fund requirement under Publicity & IEC head.
6. After installation of the display board, a time and location stamped photo of the same to be taken and supplied to this Department.
7. The copy of the creative to be released in the social media handle and website of the district for greater public view.
8. Districts need to submit detail information on the display of the creative in the format given below.

### FORMAT

Sl. No.	Name of the building	Location of the building		
		District	Block/ ULB	Grama Panchayat/ Ward

9. Installation of the Digital Wall Paintings must be completed in all functional buildings of Mission Shakti Department by 30 September 2025. In case of buildings under construction, the display to be made before inauguration of such building.

# Annexure - A



**ସୁରକ୍ଷା ହେଲ୍ପଲାଇନ୍: ୧୪୭୭୮**

## ଜରୁରୀକାଳୀନ ପରିସ୍ଥିତିରେ ସମ୍ପର୍କ କରନ୍ତୁ

ମହିଳା ସହାୟତା  
WOMEN HELPLINE  
📞 **181**

ଶିଶୁ ସହାୟତା  
CHILD HELPLINE  
📞 **1098**

ଜରୁରୀକାଳୀନ ସହାୟତା  
EMERGENCY HELPLINE  
📞 **112**

ଟେଲି ମାନସ ସହାୟତା  
TELE MANAS HELPLINE  
14416 ଚିତ୍ର  
**1800-89-14416**

ମିଶନ ଶକ୍ତି ସହାୟତା  
MISSION SHAKTI  
CALL CENTRE  
📞 **155276**

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# ANNEXURE - B



## Government of Odisha Information & Public Relations Department

File No: IPR-FP-GP-0022-2023/ 1449 \*\*\* /I&PR, Dt. 24/01/2024

### NOTIFICATION

In pursuance of RFP No. 19142 Dtd:08.12.2023 and Corrigendum Notice No. 19723 Dtd:18.12.2023, the following agencies are hereby empanelled for 3(Three) years by I&PR Department for Digital Wall Painting for IEC on different schemes of Govt. of Odisha.

Sl No.	Name of the Agency	Consent for the Zones
1	M/s Appoplo Advertising & Communication	1,2 & 3
2	M/s Torrent Advertisers	1,2 & 3
3	M/s Billboard Communication Pvt. Ltd.	1,2 & 3
4	M/s Fast Communication	1,2 & 3
5	M/s Annapurna Production	1,2 & 3
✓ 6	M/s Hindustan Graphics	1,2 & 3
✓ 7	M/s Ad Centre	1,2 & 3
✓ 8	M/s Ajanta Advertisers	1,2 & 3
9	M/s Adgram Communication pvt. Ltd	1,2 & 3
• 10	M/s 21st Century Advertising Agency	2 & 3
11	M/s Exotic Signage	1,2 & 3

Zone-1	Cuttack, Puri, Khurda, Nayagarh, Bhadrak, Kendrapada, Jajpur, Jagatsinghpur, Balasore, Dhenkanal & Mayurbhanj
Zone-2	Sambalpur, Balangir, Bargarh, Jharsuguda, Sundargarh, Angul, Keonjhar, Subarnpur, Debagarh, Boudh & Nuapada
Zone-3	Ganjam, Gajapati, Raygada, Koraput, Nabarangpur, Malkangiri, Kandhmal & Kalahandi

L-1 rate per Square Feet Excluding GST (Including transportation, logistics, scaffolding where ever necessary & all other Expenses)		
Zone-1	Zone-2	Zone-3
Rs.31.21	Rs.32.00	Rs.32.00

### TERMS & CONDITIONS

As per the Agreement signed by the Agencies.

*[Signature]*  
24/01/2024  
Additional Director