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| **No.** | **Activity Proposed** | **Target Unit (Nos.)** | **Unit Cost (Rs.)** | **Total**  **(Rs.)** | **Remarks** |
| 11.24.3.2 | Talkshows for broadcast on local channels. | 48 | 10000 | 480000 | Broadcast of Talkshows twice a month on local channels (Zonet& LPS) where NHM programmes and its various activities and schemesare discussed for general awareness @ Rs. 10000/- per episode 2 times a month x 2 local networks = Rs. 480000/-.  This proposal comes from State IEC Section as it is easier to coordinate with the local networks from one station as opposed to having to communicate with various programmes which can lead to confusion and oversights. |
| 11.24.3.1 | Signage for Health Facilities | 1000 | 1000 | 1000000 | Signage to display at health facilities and offices for smart navigation and access. |
| 11.24.3.3 | Calendar 2021 | 2000 | 50 | 100000 | Calendar for the year 2021 to be prepared and procured at the end of 2020 where NHM programs, activities as well as important information and contact details of health institutions etc. can be seen. For distribution to all health facilities and institutions. |
| 11.24.3.3 | Sponsorship/Display Advertisements (Banners) | 100 | 3000 | 300000 | Proposal for sponsorship of big events that have wide reach with an array of audience, through displaying of collective IEC materials from various programmes foe awareness depending on the event. Banners @ Rs 3000. |
| 11.24.3.3 | Sponsorship/Display Advertisements (TV Spot/Scrolls) | 50 | 5000 | 250000 | Sponsorship for live shows where various NHM programmes in the form of TV Spot/Scrolls are played/advertised @ Rs. 5000 played during the event/ inserted in between. Sponsorship from State IEC cell is convenient for big events so that awareness can be generated for various NHM programmes and sanctioned from state. |
| 6. | Production and Broadcasting of Short Films on NHM | 10 | 50000 | 500000 | Making of Short films (15-20 mins) on NHM activities and schemes, where new programmes and schemes can be elucidated and distributed to local tv networks for broadcast.  Making of short film @ Rs. 40000/- per film + broadcast = Rs. 50000 per film. |
| TOTAL | | | | 2630000 |  |