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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 | 15000 | 720000 | Continuation of Broadcasting of TV Talkshows twice a month on local channels (Zonet& LPS) where NHM programmes and its various activities and schemesare discussed and shown for general awareness @ Rs. 15000/- per episode 2 times a month x 2 local networks = Rs. 7, 20,000/-.  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 | 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. @ Rs 3000/- per banner advetisement. |
| 11.24.3.4 | 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. |
| 11.24.3.4 | Production and Broadcasting of Short Films on NHM | 5 | 50000 | 250000 | Making of Short Films/Documentary series on NHM Mizoram, where all activities and schemes under NHM will be shown for the general public’s awareness, and distributed to local tv networks for broadcast. Making of Short films/Documentary series @ Rs. 40000/- per film + broadcast = Rs. 50000/- per film. |
| 11.24.3.3 | Hriselna Magazine | 12 | 68750 | 825000 | Publishing of Hriselna Monthly Magazine: A 48 page Magazine that publishes advisories and articles on health issues with information on schemes and programs under Health & Family Welfare Dept. This magazine is issued monthly for 5500 plus subscribers @ Rs.12.50 /- per copy. Therefore, 5500 x 12.50=Rs. 68750 for 1 month, hence, Rs. 68750 x 12 months = Rs. 825000/- |
| 11.24.3.1 | Print Advertisement | 2 | 54000 | 108000 | Advertisements in newspaper for classifieds/tender notice for procurement of equipments/medicines etc. under all NHM programs may be sanctioned/taken up by State IEC Cell to avoid confusion regarding payment for mentioned advertisements. Rs. 9000/- per advertisement for 3 local newspaper x 2 issues = Rs. 54000/-. Therefore Rs. 1 lakh is proposed for two tender advertisements. |
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