

**Kerala State AIDS Control Society (KSACS)**

**(Govt. of Kerala)**

**IPP Building, Red Cross**

**Road, Trivandrum**

**Email:keralasacs@gmail.com**

**Request for Expression of Interest (EoI) for short listing Folk Troupes to disseminate policies programs and prevention strategies of Kerala State AIDS Control Society to the public by way of utilizing popular folk and traditional forms in the respective districts with in the State.**

Folk media has been recognized as a powerful communication tool to reach out to people with social messages particularly in rural areas. In order to ensure effective and efficient utilization of folk media to disseminate HIV/AIDS messages.

**Selection of folk troupes**

- Expression of Interest called for from Folk troupes proficient in Performing Folk Art forms like Kolkali, Ottamtullal, Chakyar Koothu, Kakkarissi Natakam, Chavittu Natakam, Pavakali, Kuthiyottam and any other art forms which can be used for disseminating messages through Songs, Dialogues, Drama, Magic and other performances.
- Folk troupes from the panel of folk troupes registered with Song & Drama Division, Government of India or the State Government Departments (I&PRD ,State Cultural Department, KSACS, etc..) will be given preference.
- The troupes should have expertise in the folk form identified for the districts, where they will perform if selected.
- If there is no troupe available in a district, the troupes from the neighboring districts may be considered.
- If there are more than one troupe on identified folk form are

available in a district, all of them may be considered.

- While selecting the troupes, the following criteria may be taken care of by KSACS
  - Experience of the troupes in the required folk form
  - Experience in HIV, Health communication and quality of performances
- The Screening will be done by a Screening Committee constituted with the approval of the Project Director –KSACS
- Recent Photographs of the folk team attested by the Gazetted Officer along with a separate sheet showing the details of each Artiste/performer, like (1) Name, (2) Father's/Husband's Name, (3) Address (4) Educational qualification, (5) Religion, (6) Mother Tongue, (7) Nationality, (8) Role in the Troupe/Party. This sheet has to sign by the Troupe leader.
- The Video of the recent folk program must be attached in the form of CD/Pen drive or any other storage device along with the application form.
- Age limit of all the artistes including leader of a particular troupe should not be less than 18 (eighteen) years old as on 01.06.2022.
- The leader of the Troupe and Casual Artistes/Individual Artistes/Empanelled Artistes preferably should be a literate and should be able to read, write and speak fluently the regional language. The leader of the group should be a good public communicator and he/she should preferably be an artiste and if not, he/she must be having a good understanding of stage and the live arts. He /She must possess good knowledge of Government Programmes and policies and should be aware about the various important issues concerning the Society.
- Change in troupe members is allowed up to the date of Screening/Audition test, thereafter change in party, members is strictly not allowed. The Department itself will take photographs of the Artistes on the stage at the time of the Screening in presence of Panel of Judges.

- The selection of the folk troupes is for one financial year (up to March 2023), further the period will be extended after the prior approval from the authorities.
- Last date of Expression of Interest applications in the specified format with relevant documents to Kerala State AIDS Control Society shall be up to 5.30 PM on 13 /06 /2022.
- Further details and Application Format is available in the website [www.ksacs.kerala.gov.in](http://www.ksacs.kerala.gov.in)