

"ഭരണഭാഷാ മാതൃഭാഷ"



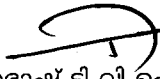
കേരള സർക്കാർ

നം.സി2/145/2023 / ഐ & പി ആർ
ഇൻഫർമേഷൻ &
പബ്ലിക് റിലേഷൻസ് (സി) വകുപ്പ്
തിരുവനന്തപുരം. തീയതി: 21-11-2023

റിപ്പബ്ലിക് ദിന പരേഡ് -2024 - ട്രാൻസ്പാർൻസി ഡിസൈനുകൾ ക്ഷണിച്ചു

2024 ജനുവരി 26 ന് കേന്ദ്രപ്രതിരോധമന്ത്രാലയം ന്യൂഡൽഹിയിൽ സംഘടിപ്പിക്കുന്ന റിപ്പബ്ലിക് ദിന പരേഡിനോടനുബന്ധിച്ച് കേരളത്തിനായി ട്രാൻസ്പാർൻസി ഡിസൈനുകൾ സമർപ്പിക്കുന്നതിനായി, ടി മേഖലയിൽ പരിചയസമ്പന്നരായവരിൽ നിന്നും അപേക്ഷകൾ ക്ഷണിക്കുന്നു. ഇക്കാര്യത്തിൽ കേന്ദ്രപ്രതിരോധ മന്ത്രാലയം നിശ്ചയിച്ചിട്ടുള്ള വിഷയങ്ങളും മാർഗനിർദ്ദേശങ്ങളും വകുപ്പിന്റെ വെബ് സൈറ്റിൽ ഉൾക്കൊള്ളിച്ചിട്ടുണ്ട്, ഒരു വ്യക്തിക്ക് /ഏജൻസിക്ക് ഒന്നിലധികം വിഷയങ്ങളിൽ ഡിസൈനുകൾ സമർപ്പിക്കാവുന്നതാണ്. ഡിസൈനുകൾ സമർപ്പിക്കുന്നതിനുള്ള കേന്ദ്ര പ്രതിരോധമന്ത്രാലയത്തിന്റെ മാർഗനിർദ്ദേശങ്ങൾ വകുപ്പിന്റെ ഔദ്യോഗിക വെബ്സൈറ്റിൽ (www.prd.kerala.gov.in) കാണാവുന്നതാണ്. പ്രസ്തുത മാർഗനിർദ്ദേശങ്ങൾ പാലിച്ചാകണം ഡിസൈനുകൾ സമർപ്പിക്കേണ്ടത്. യഥാസമയം ലഭ്യമാകുന്ന ഡിസൈനുകളിൽ നിന്നും ഉചിതമായവ വകുപ്പ് തിരഞ്ഞെടുക്കുന്നതാണ്. തിരഞ്ഞെടുത്ത ഡിസൈൻ സമർപ്പിച്ചവർ ന്യൂഡൽഹിയിൽ നടക്കുന്ന കേന്ദ്രപ്രതിരോധ മന്ത്രാലയത്തിന്റെ സെലക്ഷൻ പ്രോസസ്സിൽ, വകുപ്പിലെ ബന്ധപ്പെട്ട ഉദ്യോഗസ്ഥനോടും പങ്കെടുക്കേണ്ടതും, ഡിസൈനിനു സെലക്ഷൻ ലഭ്യമാകുന്ന പക്ഷം ആയതിന്റെ ഫാബ്രിക്കേഷൻ വർക്കുകൾ നിർവഹിക്കേണ്ടതുമാണ്. ഇതിനായുള്ള ചെലവുകൾ, ബന്ധപ്പെട്ട ഉദ്യോഗസ്ഥ തലത്തിലുള്ള വിലയിരുത്തലിന് വിധേയമായി വകുപ്പ് വഹിക്കുന്നതാണ്.

ഡിസൈനുകൾ സ്വീകരിക്കുന്ന അവസാനതീയതി 25/11/2023 സമയം ഉച്ചക്ക് 2 മണി. അയക്കേണ്ട വിലാസം : ഡയറക്ടർ,ഇൻഫർമേഷൻ പബ്ലിക് റിലേഷൻസ് വകുപ്പ്, സൗത്ത് ബ്ലോക്ക്,ഗവ.സെക്രട്ടറിയേറ്റ്,തിരുവനന്തപുരം കൂടുതൽ വിവരങ്ങൾക്ക് 04712518447,04712518013,9447971832


സുഭാഷ് ടി വി. സി. എ. എസ്
ഡയറക്ടർ



GOVERNMENT OF KERALA

No:C2/145/2023/I&PRD
Information Public Relations (C)Department
Thiruvananthapuram,
Dated:21-11-2023

Republic Day Parade 2024-Kerala Tableau – Tableau designs are invited

The Department of Information & Public Relations hereby invite Designs for the presentation of Kerala Tableau in connection with Republic Day Parade 2024 from those who are experienced in this field. This tableau is to be presented for the State of Kerala, organized by the Ministry of Defense at New Delhi on 26th January. The themes fixed by the Ministry of Defense are included in the website of PRD (www.prd.kerala.gov.in).

An individual/agency can submit one or more designs. The guidelines decided by Ministry of Defense, for the submission of designs is issued in the official website of this Department (www.prd.kerala.gov.in). Designs are to be submitted following the said guidelines. The appropriate ones will be selected by this Department from the designs received within the time limit. The selected design submitters have to participate in the selection process meetings conducted by the Ministry of Defense at New Delhi, along with the concerned officer of the Department and also to carry out the fabrication works of the design if selected. The expenditure on this regard will be met by the Department subject to assessment of the officers concerned.

The designs are to be submitted to the below address, before 2PM on ~~23~~21/11/2023.

Director
Information and Public Relations Department
Government Secretariat,south block
Thiruvananthapuram 1


SUBHASH TV I A S
DIRECTOR

To:
Information officer (Web & New Media)

Guidelines for preparation of Tableaux proposals for participation in the Republic Day Parade-2024.

1. Theme of the tableaux for Republic Day Parade, 2024:

“ विकसित भारत ”

“ भारत – लोकतंत्र की मातृका (जननी) [Mother of Democracy]”

2. Initiatives to be included in tableau component

- Ministry of Culture will finalize a panel of reputable Institutions/ Agencies for conceptualizing, designing and/or fabricating Tableaux and this panel will be shared with all States/UTs/Ministries/Departments/Organisations to select the Institutes/Agencies for design & fabrication of their tableaux.
- Ministry of Culture to monitor the curation of the tableau.
- Strict and continuous supervision by the designers.
- Electronic display walls(LED, HD, 4K etc.) to be used for bright display of images or content.
- Moving elements using Mechatronics/Robotics.
- Innovative use of LED lighting to showcase dark/shadowed area.
- Balancing of sound level of music
- 3D printing could be used to depict certain elements.
- Use of eco-friendly material for the tableaux.
- Considering feasibility of display at important location after the parade so that more people can benefit seeing the creations.
- Avoid use of plastic and plastic based products as far as feasible.
- Use of special effects to the maximum extent feasible to improve the optics/visual effects of the tableau.
- Maximize use of technology.

3. Selection Process

(i) The tableaux proposals received from States/UTs & Ministries/Depts & various organizations are evaluated in a series of meetings of the Expert Committee consisting of prominent persons in the field of art, culture, painting, sculpture, music, architecture, choreography, etc. In the first phase of selection, the sketch/design of the proposals is scrutinized and suggestions, if considered necessary, are given to carry out modifications in the sketch/design. Once the sketches/designs are approved by the Committee, the participants are asked to come up with three-dimensional models of their proposals. The models are thereafter examined by the Committee for final selection depending upon various considerations. Adequate time is given to the participants to make arrangements for attending the meetings of the Expert Committee. Non-attendance in any meeting means withdrawal and concerned entity/participant will not be invited in subsequent meetings. All cost for attending the meetings is to be borne by the participants. All interaction with the members of the Committee will be made by the official representative of the participating State/UT/Ministry/Dept./Organisation. The artists/designers, etc. may accompany the official representative to take note of the suggestions given by the Committee to carry out modifications in their respective sketch/design/model. They will, however, not directly interact with the members of the Expert Committee unless they are specifically authorized by the Committee to do so to explain any specific point.

(ii) It is highlighted that selection of Tableaux passes different stages starting from initial appreciation of sketch/design and the themes brought forward by the States/UTs/Ministries/Departments/Organisations followed by a three dimensional model which culminates into the selection of the actual model by Expert Committee through a series of interactions where all aspects of the tableaux are discussed threadbare. The selection depends upon a combination of factors including but not limited to visual appeal, impact on the masses, idea/theme of the tableaux, degree of detailing involved in the tableaux, music accompanying the tableaux, local artists used etc. Extra weightage may also be given for consideration of initiative suggested at Sl.No.2 of these guidelines. The selection process normally extends over six to seven rounds of meetings on different days with some elimination and short-listing at each stage. Only the shortlisted States/UTs/Ministries/Departments in any given round of selection are informed about the next round of selection. Mere advancement from one stage to another does not entitle any participating State/UT/Ministry/Department/Organisations for further round or the final selection, till it is confirmed.

4. Preparation of Sketch/Design

The sketch/design drawn on a scale of 1:1" should be simple, colourful, easy to comprehend and should avoid statistical data and unnecessary details. It should be able to convey, whatever it presents, by itself and should not require any explanation, writing or elaboration. Writing or use of logos on tableaux is not allowed except the name of States/UTs presenting which is allowed in Hindi in the front, in English on the back and in Regional language on the sides of the tableau. Similarly, in case of Ministries/Departments and other agencies, name of the Ministry/Department/Organization is to be given in Hindi in the front and in English on the back. Designs in virtual reality in the form of CD showing the various components displayed from different angles, can also be presented.

5. Preparation of models

After the approval of the proposed sketch/design by the Expert Committee in its preliminary meetings, three dimensional model of the proposed tableau would be prepared on the lines of the suggestions given by the Committee for further inspection. Final approval for fabrication of Tableau would be accorded only after the models of the tableaux are finally selected by the Committee. Once 3D models are finally selected by Expert Committee, these Models will be kept in the custody of Ministry of Defence at a safe location at RR Camp or appropriate location as decided by Ministry of Defence so that the Expert Committee may compare the fabrication of actual tableau with approved 3D models at any stage of time.

6. Points to be kept in view while drawing up the proposal

- (i) One tractor and one trailer upon which a tableau would be fabricated, would be provided by the Ministry of Defence free of charges.
- (ii) No additional tractor, trailer or other types of vehicles would be allowed to be used in the tableau. This aspect should be kept in mind while preparing the designs of the tableau proposals to be presented before the Expert Committee.
- (iii) There is no objection to the use of vehicles other than tractor and trailers for fabrication of tableaux to give them a different look. But these vehicles will have to be arranged by the sponsoring authorities themselves. Under no circumstance, the total number of vehicles used in a tableau or the total number of distinguishable mobile components of a tableau would be more than two.

(iv) **A maximum of twelve (12) Women performers/artists on/along per Tableau will be allowed.** No performer is permitted to be on the tractor component of the tableau. Attractive ground element however can be considered on a limited number of tableaux only if it goes with the theme. These conditions are subject to modifications by MoD depending on the requirement of the tableau and the decision of Expert Committee.

(v) The sketch should clearly depict as to how the tractor pulling the tableau will be used as a part of the theme. Camouflaging the tractor should be in harmony with the main theme of the tableau. There should be a gap of about **6-7 feet** between the tractor and the trailer and/or between two trailers for turning or manoeuvring. This should be taken into account while designing the tableau.

(vi) In case, a tableau is proposed to be integrated with a folk dance, it should be ensured that the selected dance is a genuine folk dance and the costumes and musical instruments are traditional and authentic. The tableau and the dance should also have thematic unity. The video clippings of the dance may also be sent along with the proposals.

(vii) State/UT may preferably engage artists performing on or along the tableau of the State/UT belonging to the concerned State/UT only, who would have a natural flair for the performance considering the significance of the event. Bona fide artists engaged by the State/UT/Ministry/Department may be ascertained by the authorized government official of the concerned State/UT/Ministry/Department before deputing the artists' team to Rashtriya Rangshala Camp.

(viii) It is also suggested that State/UT/Ministry/Department/Organization may evolve their mechanism to ensure that the agency deployed for design/fabrication of the tableau remains associated with the job till finality to enable incorporating the originally conceived design alongwith the inputs of the Expert Committee from time to time.

7. Dimensions

While preparing the sketches and subsequently, three dimensional models, the following approximate dimensions of the trailers and tractors, which will be supplied to them for the fabrication of the tableau, may be kept in view:

Trailer		
Length	:	24' 8"
Width	:	8'
Height	:	4' 2"
Load carrying capacity	:	10 tons

The length, breadth and height of a single tableau should not exceed 45', 14' and 16' (from the ground level) respectively. If it is proposed to use any other vehicles under own arrangements, particulars thereof should be indicated in the proposal.

8. Facilities to be provided by the Ministry of Defence

During the meetings of the Expert Committee, the facilities such as a PC, LCD Projector, DVD Player and an overhead projector would be made available by the Ministry of Defence. Should there be any other support requirements, the Ministry may be informed in advance.

9. **Advisory to States/UTs/Ministries/Departments/Organisations**

- (i) Encourage the production team to use maximum of green/recyclable material for the preparation of Tableaux, keeping in mind the environmental issues and reduction of plastic use
- (ii) State/UT to plan in advance to recycle the Tableaux after the Parade and other functions. Major elements of the tableaux such as Sculptures and design elements to be relocated to various locations within the State/UT as Art Installations/Street Art.
- (iii) Local Craftsmen / Folk Artists / Students of Performing Arts / Students of Dance Academies to contribute as [Artists] for the performances on the Tableaux and Ground elements. Efforts to be made to promote and showcase the Cultural and Ethnic diversity through the performances and Acts on the Tableaux.
- (iv) Since the element of Artists and Live performances and Music accompanying the Tableaux are equally important, the process of artists selection to be more systematic and needs to be streamlined.
- (v) The State/UT to promote local artists and talent in these contributions.
- (vi) The Cultural representation of the States to be reflected in the elements on the Tableaux and performers around the Tableaux, the Dress element, headgears and makeup along with musical instruments to explain the local and traditional dance forms and also match with the regional looks which are being showcased.
- (vi) Script/ storyboard around the performances before they are selected to be shared with Expert Committee. Eminent people from Theatre and Dance to assist the other members in this process.
- (viii) Performances to experiment with innovative forms of expression such as sign languages, street performance forms and dance as a complete package.
- (ix) A write-up about the Artists and their talents to always accompany the storyboard when a presentation is made before the Expert Committee. Young & relatively less known/ local artist groups to be encouraged.
- (x) A complete detailed note on the costumes and make up along with headgears and musical instruments to be a part of the presentation.
- (xi) The Ministries are requested to ensure that the Artists have equal representation from all parts of the country in the Tableaux unless specific performers are required.
- (xii) In Music element, the wordings and message to be simple and clear. The music and song recordings to be done at the best facilities.
- (xiii) The State Govts/ UT's / Ministries/Departments/Organisations to ensure that the music/lyrics are simple and match with the live performances.
