പതിനാറാം കേരളനിയമസഭ

രണ്ടാം സമ്മേളനം

നക്ഷത്രചിഹ്നമിടാത്ത ചോദ്യം നമ്പർ: 1884 26-10-2026-ൽ മറുപടിയ്ക്ക്

കിഫ്ബി പരസ്യങ്ങൾ നൽകുന്നതിനുള്ള നടപടിക്രമം

ചോദ്യം ഉന്നയിച്ച അംഗങ്ങൾ	മറുപടി നൽകിയ മന്ത്രി
ശ്രീ. എൻ. ശക്തൻ	ശ്രീ. വി. ഡി. സതീശൻ
ശ്രീ. സി. വി. ശാന്തകുമാർ	(മുഖ്യമന്ത്രി)
ശ്രീ. എം. ആർ. ബൈജു	

(എ) കിഫ്ബി പരസ്യങ്ങൾ നൽകുന്നതിനുള്ള ഏജൻസികളുടെ തിരഞ്ഞെടുപ്പ് ഏത് നടപടിക്രമത്തിലൂടെയാണ് നടത്തിയിട്ടുള്ളത് എന്ന് വ്യക്തമാക്കാമോ; ടെൻഡർ, ക്വട്ടേഷൻ, എംപാനൽമെന്റ് എന്നിവയിൽ ഏത് രീതിയാണ് സ്വീകരിച്ചിട്ടുള്ളത്; വിശദമാക്കാമോ;

മറുപടി: കിഫ്ബിക്ക് മാധ്യമ പരസ്യങ്ങൾ നൽകുന്നതിലേക്കായി കിഫ് ബോർഡ് Media Cell Standard Operating Procedures അംഗീകരിച്ച് നൽകിയിട്ടുണ്ട്. അതിലെ മാനദണ്ഡങ്ങളാണ് കിഫ്ബി പാലിക്കേണ്ടത്. SOP യുടെ പകർപ്പ് അനുബന്ധമായി ചേർക്കുന്നു.

(ബി) കിഫ്ബി പരസ്യങ്ങൾക്കായി ഓരോ മാധ്യമത്തിനും നൽകുന്ന നിരക്ക് നിശ്ചയിക്കുന്നതിന്റെ മാനദണ്ഡം എന്താണ്; സർക്കാർ അംഗീകരിച്ച നിരക്കുപട്ടികയാണോ ഇതിനായി ഉപയോഗിക്കുന്നത്; വ്യക്തമാക്കാമോ;

മറുപടി: മുൻ ഖണ്ഡികയിലെ ഉത്തരം

(സി) കഴിഞ്ഞ അഞ്ച് വർഷത്തിനിടെ കിഫ്ബി പരസ്യച്ചെലവുമായി ബന്ധപ്പെട്ട് ഓഡിറ്റ് പരിശോധനയിൽ എന്തെങ്കിലും ക്രമക്കേടുകളോ അധിക ചെലവുകളോ കണ്ടെത്തിയതായി ശ്രദ്ധയിൽപ്പെട്ടിട്ടുണ്ടോ; ഉണ്ടെങ്കിൽ വിശദാംശവും സ്വീകരിച്ച നടപടികളും വ്യക്തമാക്കാമോ?

മറുപടി:

2026 മേയ് 21-ന് ചേർന്ന എട്ടാമത് ഓഡിറ്റ് കമ്മിറ്റി യോഗത്തിൽ, 2025-26 സാമ്പത്തിക വർഷത്തിൽ ₹203.72 കോടി ഉൾപ്പെട്ട പ്രചാരണം, പ്രൊമോഷണൽ പ്രവർത്തനങ്ങൾ, എന്റെ കേരളം, CM with Me എന്നിവയുമായി ബന്ധപ്പെട്ട ഇടപാടുകളിൽ സമഗ്രമായ ഓഡിറ്റ് നടത്തണമെന്ന് ശുപാർശ ചെയ്തിരുന്നു. തുടർന്ന് 2026 ഓഗസ്റ്റ് 11-ന് ഒൻപതാമത് ഓഡിറ്റ് കമ്മിറ്റി യോഗത്തിൽ മീഡിയ,

പ്രൊമോഷണൽ പ്രവർത്തനങ്ങൾ സംബന്ധിച്ച് തയ്യാറാക്കിയ ഡ്രാഫ്റ്റ് ഇന്റേണൽ ഓഡിറ്റ് റിപ്പോർട്ട് പര്യാപ്തമല്ലെന്ന് കണ്ടെത്തുകയും സമഗ്രമായ ഓഡിറ്റിനായി, ഏതെങ്കിലും CA സ്ഥാപനത്തെയോ സാധ്യമെങ്കിൽ M/s Varma & Varma, Chartered Accountants എന്ന സ്ഥാപനത്തെ, നിയോഗിക്കണമെന്നും കമ്മിറ്റി ശിപാർശ ചെയ്തിട്ടുണ്ട്. പ്രസ്തുത സ്ഥാപനം തയ്യാറാക്കുന്ന സമഗ്ര റിപ്പോർട്ട് കമ്മിറ്റിയുടെ പരിഗണനയ്ക്കായി സമർപ്പിക്കേണ്ടതാണെന്നും നിയോഗിക്കപ്പെടുന്ന സ്ഥാപനം മുഖേന സമഗ്രമായ പരിശോധന പൂർത്തിയാക്കുന്നതിനാവശ്യമായ എല്ലാ വിവരങ്ങളും മൂന്നാം കക്ഷികളിൽ നിന്ന് ശേഖരിച്ച് ക്രോഡീകരിക്കുന്നതിന് മാനേജ്മെന്റിന് നിർദ്ദേശം നൽകുകയും ചെയ്തിട്ടുണ്ട്.

സെക്ഷൻ ഓഫീസർ



MEDIA CELL

STANDARD OPERATING PROCEDURES

TABLE OF CONTENTS

SOP NUMBER: 18 SOP EFFECTIVE DATE: 04.03.2021

1. **Introduction**.....1

1.1Background.....1

1.2 KIIFB Operations – A Snapshot.....1

1.3 KIIFB's operating framework.....2

2. **Purpose**.....4

3. **Scope**.....4

4. **Intended Audience**.....4

5. **Definitions**.....4

5.1 Definition of the Major Function.....4

5.2 Definition of Activities / Sub-Activities / Procedures.....5

5.3 Definition of Functionaries.....5

6. **Reference to Act and Related Governance Framework**.....5

7. **Roles & Responsibilities**.....6

8. **Description of Procedures and Processes**.....8

ABBREVIATIONS

KIIFB - Kerala Infrastructure Investment Fund Board

GoK - Government of Kerala

SPV - Special Purpose Vehicle

DPR - Detailed Project Report

AS - Administrative Department

TS - Technical Sanction

AD - Administrative Department

Act - KIIF Act 1999

CPE - Chief Project Examiner

MC - Media Coordinator

MMC - Media Management Cell

MMG - Media Management Group

Item	Description
Process Name	Media Cell
Reference to Guidelines	Section 6 and 6A of KIIF Act, 1999
Process Owner	Media Cell
Nodal Officer	Special/Additional Secretary
Supervisory Officer	Special/Additional Secretary
Controlling Officer	Chief Executive Officer

1 Introduction

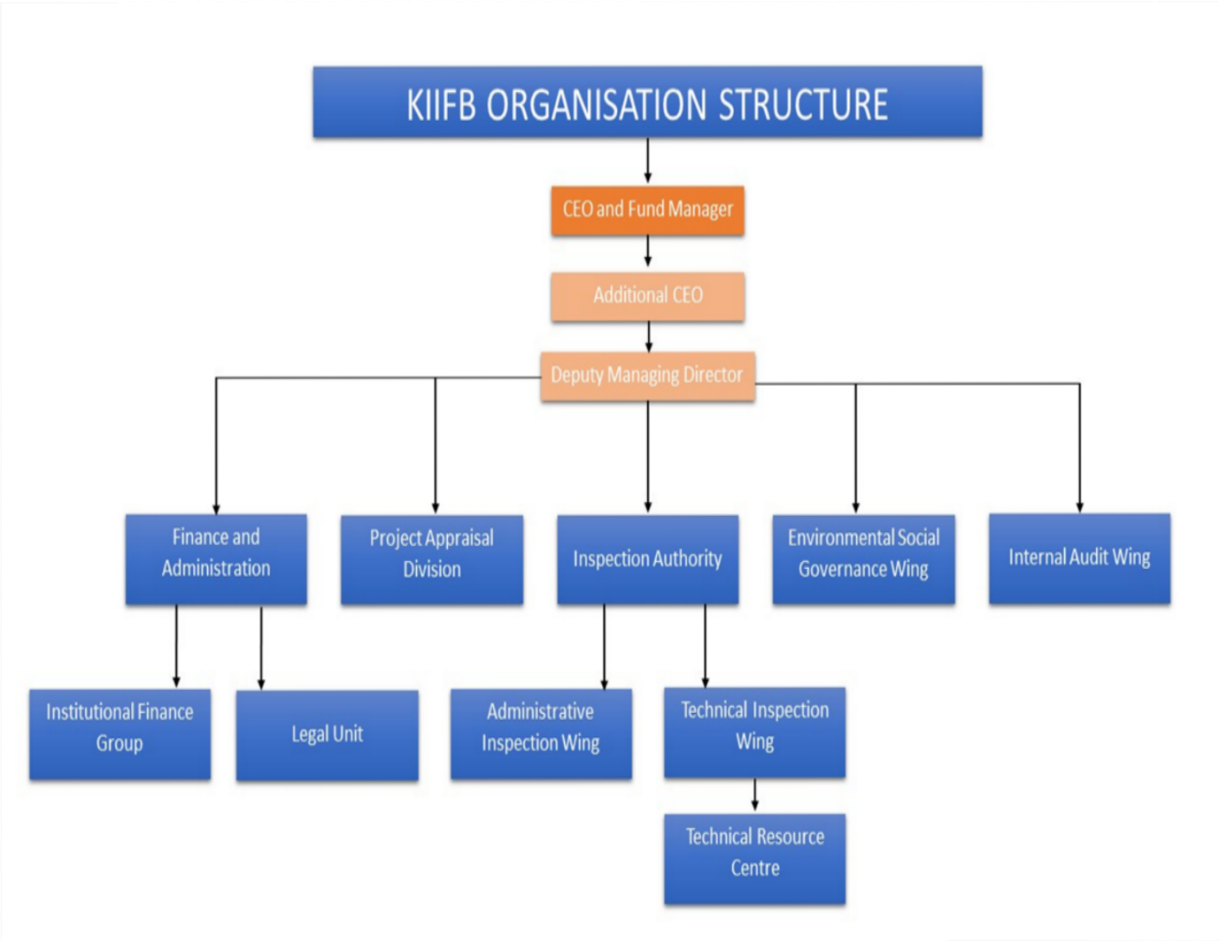
1.1 Background

The **Kerala Infrastructure Investment Fund Board (KIIFB)** is a unique statutory body constituted by the Government of Kerala. KIIFB has been formed under ***"The Kerala Infrastructure Investment Fund Act of 1999***", as ***amended in 2016*** passed by the Legislative Assembly of the State of Kerala. The mandate of KIIFB is to drive the development of physical and social infrastructure of the State with funds allocated by the State Exchequer and by tapping funds from outside the purview of the State Exchequer by tapping multiple sources. The State Government sets aside a certain percentage of the Motor Vehicle Tax collected by the State and the Cess collected on Petrol/Diesel for meeting the State Government's contribution towards the KIIFB corpus.

1.2 KIIFB Operations – a snapshot

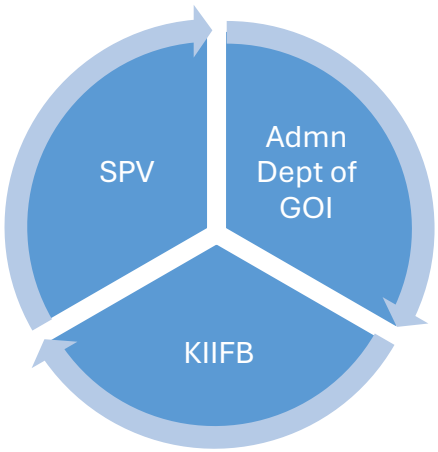
The major goal of KIIFB is to provide funding for significant infrastructure projects in Kerala State. As part of its infrastructure development initiatives, KIIFB has approved **1,190 projects** with a total outlay of **₹90,562 crore** across sectors such as construction, land acquisition for national highways and industrial infrastructure, and the provision of essential equipment for health and educational institutions. KIIFB has already disbursed **₹37,388 crore** towards these approved projects, reflecting its strong progress in advancing Kerala's development framework. With the expanded scope and structure, KIIFB dynamically mobilises funds for the infrastructure development of Kerala. This also includes major land acquisition needs for infrastructure development. To ensure the sustainable development, KIIFB uses cutting-edge financial instruments authorized by Securities and Exchange Board of India (SEBI) and Reserve Bank of India (RBI).

For speedy conversion of proposals into approved projects and their rapid implementation, KIIFB has created a lean Organisation with five functional Divisions, as mandated in the Act. The hierarchical structure of KIIFB is shown in the figure below:



1.3 KIIFB's operating framework

Typically, there are **three entities** involved in the roll out of KIIFB funded Infrastructure Projects of the Government of Kerala as shown in this Figure:



Each **Administrative Department (AD)** of **Government of Kerala** (GoK) identifies critical infrastructure projects to be placed before the funding agency, **KIIFB,** for funding. The precondition for obtaining KIIFB funding is that these projects are to be either included in the annual budget speech presented before the Legislative Assembly or should be approved by the Council of Ministers. The AD the identifies a **Special Purpose Vehicle (SPV)** for implementing the project on behalf of the AD. As per KIIF Act 'Special Purpose Vehicle' means the Public Agency, Public Sector Undertaking or Public-Private Partnership formed for executing any work financed by the Board. It can be an entity created by state or central governments. After issuing Administrative Sanction's tripartite agreement spells out all the requirements for the timely and cost effective execution of the approved projects after which the AD takes steps to register the projects and the SPV on the PFMS portal of KIIFB with the support of the Project Appraisal Division(PAD). As the next step, the SPV prepares the **Detailed Project Reports (DPRs)** for the identified projects.

On submission of the DPRs with KIIFB, these are appraised by the **Project Appraisal Division (PAD)** of **KIIFB. The PAD places a detailed appraisal report in the EC/Board of KIIFB. Once it is approved by EC /Board a Financial Sanction (FS)** is issued from PAD. The SPV initiates the technical approval and bid processes for selection of the **Contractor** for execution of the work as per the Kerala Public Works Department or Central Public Department Work Manual and awards the work to the lowest technically qualified bidder. As the work progresses, the Project Appraisal Division (PAD, Technical Inspection Wing (TIW)and the Administrative Inspection Wing (AIW) of KlIFB will be concurrently monitoring the project progress and reviewing the processes along with quality checks for the smooth, timely and cost-effective implementation of the project. Entire project management and cash flow requirements are monitored in a Project and Financial Management System (PFMS) Portal. Based on the projected cashflow requirements, the **Finance and Administration Division (F&AD)** will be mobilising and channelising funds for meeting the financial obligations of KIIFB.

The KIIFB funded projects will fall in two categories, namely **Social Projects** and **Revenue Generating Projects**. For the former, KIIFB sanctions funding without any repayment commitment to the project owning department based on the repayment ensured through government by the KIIF Act and for the latter, KIIFB sanctions funding as a repayable loan with an interest payable.

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2 Purpose

In the past eight years since 2016-17, among all infrastructure projects of the State Government, the share of KIIFB funded projects have increased vis-à-vis those projects that are funded with State budget allocation and being implemented directly by administrative departments or through the State Public Works Department. Additionally, many of the projects are unique in nature with no precedence anywhere in India. With the professional approach of KIIFB and the Project SPVs, the projects are getting completed within stipulated timelines with no cost overrun.

Hence, there is need for detailed dissemination of information about KIIFB funded Projects in Public domain and to the Elected Representatives in Parliament, the State Legislative Assembly and Local Self Governments. To facilitate the showcasing of KIIFB funded projects, KIIFB has been mandated with the responsibility of rolling out a Media Plan, giving good publicity to the projects in Print, Visual and social media. Also, it is decided that Public Exhibitions and Events are to be held to familiarize the Citizens about the diverse portfolio of projects being rolled out by KIIFB and also showcasing the funding sources, wherein the Public could contribute through Chits and Bonds.

All the processes related to the Media Cell under this SOP are carried out in the digital format through the Media Application – media.kiifb.org. The purpose of this SOP is to ensure systematic standard procedures for carrying out KIIFB's media related activities. Media Cell, directly or through an external agency, shall co-ordinate with the rest of KIIFB to collect information for news to be updated for various kinds of media. Standard procedures for conducting events and other forms of advertisements shall also be described in this SOP.

3 Scope

Standard Operating Procedures listed in this SOP shall be strictly adhered to by the functionaries authorized to carry out such procedures in the conduct of business for MEDIA CELL.

4 Intended Audience

This document is intended for all KIIFB personnel who may be directly or indirectly related to this process. It is also applicable to all Consultants and Associates, who contribute to the smooth flow of the processes of Media Cell.

5 Definitions

5.1 Definition of the Major Function

Media Cell is responsible for management and vetting of all news content involving KIIFB

and its projects. It is also responsible for the media activities or similar works entrusted by the Government of Kerala entrusted with KIIFB. It shall also aim to create awareness for the general public about the projects that are entrusted with KIIFB and the activities entrusted by Government of Kerala through appropriate media activities.

5.2 Definition of Activities/Sub-Activities/Procedures

The major function, which is central to this SOP, is sub divided into activities with specific timeframe and output (s). Activities can be further divided into sub activities. Defined here are such activities and sub-activities.

1. Preparation of Annual Media Budget and Budgets for particular activities entrusted by Government of Kerala.
2. Execution of works, programmes and production of Media Products for visual, print, digital for marketing
3. Social Media News Feed Management
4. News management for Print Media, electronic and social media
5. Other advertisement avenues

5.3 Definition of Functionaries

The functionaries who are integral to the implementation of this SOP are as follows:

Chief Executive Officer: Head of KIIFB

Division Heads: Special Secretary/Additional Secretary (AIW)

6 Reference to Act and related Governance Framework

The Regulatory basis of this SOP is identified as Section 6 & 6A of Kerala Infrastructure Investment Fund Act,1999 The details of applicable documents are listed below:

1. Kerala Infrastructure Investment Fund Act, 1999.
2. Kerala Infrastructure Investment Fund (Amendment) Act, 2016.
3. Kerala Infrastructure Investment Fund Scheme
4. Kerala Infrastructure Investment Fund Code
5. Manual of Business Procedures (MBP) for KIIFB

7 Roles & Responsibilities

Role	Responsibilities
Chief Executive Officer	• Final approval for any major news feed or update considered critical or controversial.
Media Cell	
Nodal Officer	• Approving scope of work and pre-qualification criteria for external agency services procured. • Review and approval of news feed, sponsored news, event schedules, sample advertisements.
Media Co-Ordinator	• Co-ordinating Media Activities • Convening Media Cell and Media Management Committee meetings and preparation of its minutes • Interacting with Media stakeholders • Processing the Work Orders and Payment Orders • Assist external agency to collect information required from Functional Divisions of KIIFB

Media activities/advertisements can be undertaken by KIIFB in the following modes:

1. Directly by Media Houses at rates fixed by Media Cell*

OR

2. By Government controlled agencies** which undertake media and event management activities at rates identified through their respective internal tender process with Administrative/Overhead Charges agreed to mutually between such agencies and KIIFB

OR

3. By empanelled agencies*** of Public Relations Department (PRD) at the rates fixed by PRD

OR

4. By an Agency**** entrusted by a Media House to undertake such works at the rates fixed by Public Relations Department

OR

5. By agencies identified by Media Cell through Tender process with rates approved by the Media Cell after comparison with market rates.

Nodal Officer/ Sr Media Coordinator shall ensure that 1. invoice of Media House, if no outsourcing is resorted **OR** 2. the two level of bills (ie invoice from the Agency mentioned above along with the first level of outsourcing, if outsourcing is resorted)

Explanation

* The rates for media activities offered by electronic/print houses etc like Asianet, Malayala Manorama etc. for which no rates have been fixed by Public Relations Department.

** This includes agencies like KSIE, Tourfed, IIIC etc under the control of Government and which have their internal procurement process already in place.

*** The agencies empanelled by Public Relations Department with fixed rates.

**** Agency entrusted by a Media House for undertaking activities on their behalf

8 Description of Procedures and Processes

Sl. No.	ACTIVITY	SUB ACTIVITY	PROCEDURE (S)	RESPONSIBILITY *(Degree of responsibility in the descending order in case of multiple designations)*	TIME FRAME	OUTPUT
1	**Preparation of Annual Media Budget and Budget for Other Activities**					
1.1		Preparation of draft annual media budget and specific-purpose budgets	MMG, with assistance from Media Cell (MC), prepares the draft annual media budget and specific-purpose budgets for activities entrusted by GoK/KIIFB and forwards them to the Nodal Officer for review	MMG/MC	3 days	Draft annual and specific purpose budgets prepared and forwarded
1.2		Review by Nodal Officer	The Nodal Officer reviews the draft budgets and submits them to the CEO for further action	Media Nodal Officer	2 days	Reviewed budgets submitted to CEO
1.3		Approval and placement Before Board	The annual media budget is placed before the Board for approval. Specific – purpose budgets are approved by the CEO and placed before the Board for ratification.	CEO	1 day	Annual budget Placed before Board; specific-purpose budgets approved by CEO and submitted for ratification

2	**Production of Content – Presentation of Concepts**					
2.1		Publishing the Budget the in the media application	Based on the approved Budgets, production will be made by the MMG. At each stage the MC will be consulted to get their Technical Views on the product.	Nodal Officer/Media Coordinator	1 day	Publication of Approved product
2.2		In the case of production of content - Presentation of concepts by Service Provider	Nodal Officer invites proposals from Empaneled Agencies based on approved budget. Media Cell may also invite other Service Providers for professional media works.	Service Provider/MC/Nodal Officer	14 days	Concepts presented by Service Providers based on approved proposal
2.3		Uploading the RFP documents	Based on finalized product requirements, Service Providers are asked to upload Technical and Financial Bids in response to the RFP.	Nodal Officer/Media Coordinator	1 day	RFP documents uploaded in Media Application
2.4		Evaluation of proposals against RFP	Media Cell evaluates technical proposals and recommends qualified bids. MMG/Financial Evaluation Committee evaluate financial bids and submit recommendations.	Media Cell/ MMG/Financial Evaluation Committee	14 days	Evaluation of proposals done

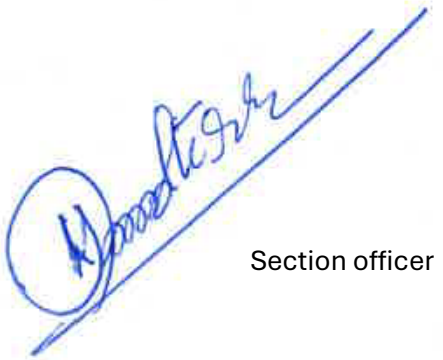
2.5		Issuing work order	Based on recommendations of MMG/Financial Evaluation Committee, tenders are finalized and work orders are issued to selected Service Providers.	Nodal Officer/MMG/CEO	3 days	Work order issued
2.6		Submission of products	The Service Provider shall upload the final product on or before the scheduled date. If an extension is required, it must be formally requested, and the Nodal Officer may grant it at his discretion	Service Provider/Nodal Officer	30 days	Products uploaded by Service Provider
2.7		Evaluation of Products	The Media Coordinator (MC) evaluates the submitted product. If modifications are needed, the Service Provider shall revise and resubmit the product, which will be re-evaluated by the MC.	Media Coordinator	7 days	Evaluation of products done
2.8		Issue of payment order	Upon acceptance of the product by the MC, the Service Provider shall submit bills and supporting documents. The Nodal Officer will issue the payment order, and payment will be effected through the Finance & Administration (F&A) Division.	Nodal Officer/Finance & Administration	5 days	Payment order issued and processed

2.9		Decision on implementation scheme	Based on Media Coordinator recommendations, the Nodal Officer will publish, broadcast, or telecast the approved products as applicable.	Media Coordinator/Nodal Officer	3 days	Implementation scheme finalized
2.10		Payment to Members of Media Cell	Nodal Officer certifies hours worked monthly; payment is processed by Finance & Administration Division.	Nodal Officer/F&A	7 days	Payment to Media Cell members completed
3	**News management for Television and print media**					
3.1		Selection of agency/s	MMG selects an agency for sponsored news content creation. Media Cell provides scope and pre-qualification criteria. The selected agency may be retained for future events.	CEO/ Nodal Officer through MMG	30 days	External agency services procured
3.2		Collection of information for news content	Based on news feed requirements, information is collected from relevant Functional Divisions.	Selected agency/Media Coordinator/Functional Division Nodal Officer	3 days	Required information collected
3.3		Creation of news content	Selected agency prepares visuals and readable content. Draft is sent to Media Cell by Media Coordinator for approval.	Selected agency personnel	2 days	Draft news content created and forwarded for approval

3.4		Review and approval of news content	Media Cell vets the content; CEO/Nodal Officer approves it for airing or publishing.	CEO/Nodal officer	2 days	News content approved for media release personnel
3.5		Approved news content shared to media	Approved content is shared with TV media or newspapers for airing or publishing.	Selected agency personnel	1 day	News content aired or published
4	**Marketing/Execution**					
4.1		Selection of Partners for Media Activities & Advertisement	1.directly by Media Houses at rates fixed by Media Cell* OR 2.by Government controlled agencies** which undertake media and event management activities at rates identified through their respective internal tender process with Administrative/Overhead Charges agreed to mutually between such agencies and KIIFB OR 3.by empanelled agencies*** of Public Relations Department (PRD) at the rates fixed by PRD	Nodal Officer/Media Coordinator shall ensure that (1) in cases where the activity is not outsourced, invoice of Media House is collected for scrutiny and processing (2) and in cases where the activity has been outsourced, invoices of Media House is collected for scrutiny and processing and in cases where the activity has been	10 days	Media Payment

			OR 4.by an Agency**** entrusted by a Media House to undertake such works at the rates fixed by Public Relations Department OR 5.By agencies identified by Media Cell through Tender process with rates approved by the Media Cell after comparison with market rates. Nodal Officer/ Sr Media Coordinator shall ensure that 1. invoice of Media House, if no outsourcing is resorted **OR** 2. the two level of bills (ie invoice from the Agency mentioned above along with the first level of outsourcing, if outsourcing is resorted) *Explanation* * The rates for media activities offered by electronic/print houses etc like Asianet, Malayala	outsourced two levels of bills viz: the first from the outsourced agency and second from the next level service provider engaged by the outsourced agency for scrutiny and processing **** Agency entrusted by a Media House for undertaking activities on their behalf.		

			Manorama etc. for which no rates have been fixed by Public Relations Department. ** This includes agencies like KSIE, Tourfed, IIIC etc under the control of Government and which have their internal procurement process already in place. *** The agencies empanelled by Public Relations Department with fixed rates. **** Agency entrusted by a Media House for undertaking activities on their behalf			



Section officer