

Master Sheet of branding package with specifications

S/No	Material	Content	Size/Material/Other Details	Sub Location
1	Glow Sign board on top of the main gate of hospital	Reflective board for over head gate of the hospital with Hospital Name	<p>Size of board: 12 feet x 3 feet (as per gate size)</p> <p>Material: GLOW SIGN BOARD with Alluminum box with frame of 3kg and 4 small tubelites philips/ cropton with choke . Printing on 2.5 mm backlit flex</p> <p>Mounting: 2 inch thickness pipe for frame as per height with appropriate groundclearance to enter the large size amulance</p> <p>Placement: fixed over main gate</p>	over hospital entrance gate
2	Glow Sign board on top of the hospital building	Sign board for hospital building with Hospital name	<p>Size of board: 12 feet x 3 feet</p> <p>Material: GLOW SIGN BOARD with Alluminum box with frame of 3kg and 4 small tubelites philips/ cropton with choke . Printing on 2.5 mm backlit flex</p> <p>Mounting: Fixed on hospital building wall on top of the hospital. It must be wider visibility from out side of the hospital</p>	over hospital building
3	Citiizen Charter - Schemes	All schemes running in hospital with features	<p>Size of board: 8 feet x 12 feet</p> <p>Material: vinyl sun board laminated with aluminium border frame</p> <p>Mounting: 2 inch thickness pipe for minimum 2 kg frame with appropriate scaffolding</p> <p>Placement: self standing, fixed in ground with proper concreat cementation in hospital compound.</p>	In side hopital compound with more visibility
4	Grievance Board	Any compliant against doctor or anything in hospital	<p>Material: 5mm Sunboards with eco solvent vinyl pasting.</p> <p>Mounting: Screw mounting on wall</p>	Outer compound Walls , Inside walls
5	Registration Board	Registration	<p>Size of board: 2x1 feet</p> <p>Material: 2-3 mm Imported Acrylic sheet with vinyl pasting OR 2-3 mm Printed Imported Acrylic sheet</p> <p>Mounting: Screw mounting on wall</p> <p>Placement: Above registration counter</p>	Registration Window

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6	Registration Sub plates	Maa ke liye, bachche ke liye	Size of board: 12 inch x 6 inch Material: 2-3 mm Imported Acrylic sheet with vinyl pasting OR 2-3 mm Printed Imported Acrylic sheet Mounting: Screw mounting on wall Placement: Next to registration counter signage	Below the registration window
7	Citizen Charter - Services	All services in the hospital with timing, Doctor name, room no etc	Size of board: 8 feet x 4 feet Material: LED sandwich board including all accessories Placement: Affixed on the wall Mounting: Screw mounting on wall	on the front side of the wall adjacent of OPD entrance
8	Doctors Board - OPD	Doctor Board of all OPD doctors, Designation, Room No, Name etc	Size of board: 5 ft x 3 ft (with 4 columns and rows of slide in slots of size 2 inch x 10 inch) Material: 5 mm Imported Acrylic sheet for backing + 3 mm acrylic pockets for doctor's details. Printed vinyl band at top for branding + Doctor's details printed on simple black and white office laser printer on copier paper Mounting: 4 stud mounting on wall Placement: Next to registration counter signage	existing place in reception and OPD
9	Name Board - OPD	OPD (Bilingual)	Size of board: 4 ft x 1.5 foot Material: 2-3 mm Imported Acrylic sheet with vinyl pasting OR 2-3 mm Printed Imported Acrylic sheet Placement: Above door entrance to OPD section	above OPD entrance
10	Glow Sign Board - Emergency	Emergency	Size of board: 4 feet x 2 feet Material: Glow sign board Placement: At emergency door inside hospital	above the inside emergency entrance
11	Notice Board (Fixed Place for IEC/BCC materials)	Fixed location Notice Board for IEC Activities	Size of board: 6 feet x 3 feet Material: soft/pin board Mounting: in screw in the wall	In main Lobby area of the hospital or in patient waiting area

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12	Standee - 102/108	Content on 102/108 provision	Size : 6 feet x 3 feet Material: star flex with colour printing Mounting: Fixed standees on 2mm iron frame with proper antirust painting of frame. Placement: In main entrance or in front of OPD.	1 in reception area next to 102/108 counter
13	Pamphlets - 102/108	Content on 102/108 provision	Size :A 5 Material: 90 gsm offset paper with single colour printing	to be kept at registration and at 102/108 counter and also in ANC lobby
14	Direction Acrylic Signage	within the hospital to go to key departments	Size :6 inch height x 24 length inch Material: 5mm sunborad with UV printing and lamination ed vinyl pasted on top Mounting: Screw mounted on wall	pathways
15	Standee on ANC	ANC Contents - bahu ke paanv bhaari hain	Size : 6 feet x 3 feet Material: star flex with colour printing Mounting: Fixed standees on 2mm iron frame with proper antirust painting of frame. Placement: In main entrance or in front of O & G OPD. or waiting area of O&G OPD	Anc room / O & G OPD
16	Pamphlet on ANC Care Focus	Husband Role in taking care of Wife during pregnancy	Size :A 5 Material: 90 gsm offset paper with single side, single colour printing	Anc room
17	Flyer on ANC	ANC Contents - things to remember for ANC	Size :9.5 inch x 14 inch Material: 90 gsm imported art paper with both sides 4 colour printing & 2 folds	Anc room
18	Poster - Exclusive Breastfeeding	Exclusive Breastfeeding	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each corner and also in between the corner. To ensure it is fixed and not at all movable	Paediatrician room

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19	Poster - Complementary Feeding	Complementary Feeding (What, how when, how much)	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Paediatrician room
20	Leaflet. Complementary Feeding	Complementary Feeding (What, how when, how much)	Size :9.5 inch x 21 inch Material: 90 gsm imported art paper with both sides 4 colour printing &3 folds	
22	Poster on diarrhoea	ORS and ZINC Poster	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Paediatrician room
23	Number Plate	Name of the Room (Dept includes registration, pharmacy, labs, rooms etc)	Size :5 inch x5 inch square Material: 3 mm acrylic with UV printing Mounting: screwed to wall	Standard Room communcation
24	Name Plate	Including toilttes, drinking water, Store etc	Size : 24 inch x 5 inch Material: 3 mm acrylic with UV printing Mounting: screwed to wall	
25	Angle Board	Doctors name, Chief Pharmacist, Chief Technician etc	Size : 5 inch x 12 inch Material: 3 mm acrylic sandwich board with 2 inch vinyl colour strip (both sides visible). Doctor's details printed on office laser printer in black on copier paper Mounting: Wall mounting bracket	
26	Information board	Including timings, key info, fees and report or free service intimation etc	Size : 18 inch x 12 inch Material: 3 mm acrylic sandwich board with printed vinyl pasted on top Mounting: 4 stainless stell studs	

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27	LED Labour Room Board	Name Board / labour room	<p>Size of board: 1.5 x 2 feet</p> <p>Material: 3mm acrylic board with digital translite non-adhesive film lit by LED strip with LED power adaptor</p> <p>Mounting: 4 stainless steel studs</p> <p>Placement: At Labour room door inside hospital</p>	outside labour room
28	Doctor & Staff Board	Specific to maternity	<p>Size of board: 6 ft x 4 ft (with 4 columns and xx rows of slide in slots of size 3 inch x 10 inch)</p> <p>Material: 5 mm Imported Acrylic sheet for backing + 3 mm acrylic pockets for doctor's details. Printed vinyl band at top for branding + Doctor's details printed on simple black and white office laser printer on copier paper</p> <p>Mounting: 4 stud mounting on wall</p> <p>Placement: Next to registration counter signage</p>	outside ladies opd
29	Emergency Duty Board	Emergency duty roster	<p>Size of board: 2.5 ft x 1.5 ft</p> <p>Material: White board with digital UV printing for columns and branding. Daily writing of duty roster done with white board marker pen</p> <p>Mounting: 4 stud mounting on wall</p> <p>Placement:</p>	outside emergency window
30	Flipbook on ANC	ANC counselling and care	<p>Size :Legal size (8.5x14Inches)</p> <p>Material: 170 gsm, thermal mat lamination, with both sides 4 colour printing , wire binding with stand</p> <p>Number of page including cover page :88</p>	Anc /examination area
31	IPC Folder	Explanation and diet, 4 checkups, etc	<p>Size :9.5 inch x 14 inch</p> <p>Material: 90 gsm imported art paper with both sides 4 colour printing & 2 folds</p>	Anc /examination area
32	Pamphlet on ANC Care	ANC Care, medications, diet, checkup	<p>Size :A 5</p> <p>Material: 90 gsm offset paper with single side, single colour printing</p>	Anc /examination area

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33	Poster on Quality Examination	Quality checks to be done at ANC	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Anc /examination area
34	Poster on Referral Assesment	Referral assessment	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Anc /examination area
35	Poster on Preparations	Preparing trays	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room
36	Poster on PPH management	PPH Management	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room
37	Poster on Golden Minute	Golden minute care for new born	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room
38	Poster on Handwash	Handwashing reminder for staff	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room

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39	Poster on Initiation of breastfeeding	Reminder to start breastfeeding immediately after delivery	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room
40	Poster on Danger Signs after delivery	Danger signs for mother and baby	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Labour room
41	Bed Number Plate	Beds number	Size :5 inch diameter round Material : 3 mm acrylic with UV printing Mounting : Screwed to wall	beds in each wards
42	Poster on Exclusive breastfeeding	Exclusive Breastfeeding	Size : 2X3 feet Material: OR 170 gsm imported art paper with single side 4 colour printing	Ward
43	Poster on Immunization schedule	Immunization schedule	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Ward
44	Poster ion JSY/JSSK info	Info on JSY and JSSK	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	
45	Poster on Triple care for baby	Immunization. Breastfeeding, skin to skin	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Ward

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46	Standee on RI	Baby age related immunization need	Size : 6 feet x 3 feet Material: star flex with colour printing Mounting: Fixed standees on 2mm iron frame with proper antirust painting of frame. Placement: In main entrance of immunisation room	Immunatiion room
47	Poster on RI	Teeka aur Beemari	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	
48	IPC Folder on RI	Info on complications, Card	Size :9.5 inch x 14 inch Material: 90 gsm imported art paper with both sides 4 colour printing & 2 folds	
49	Pamphlet on RI for giving to clients	RI Info for clients	Size :A 5 Material: 90 gsm offset paper with single side, single colour printing	
50	Flipbook on MHM	MHM	Size : Letter Size - Paper : 90 gsm, royal art paper - No. of pages : 114 (including cover page) - Printing : 4 colour Offset Hardbound, Spiral - Laminated	NR
51	Pamphlet on MHM	MHM	Size :11X8.5 Material:!, 90 gsm offset paper with single side, single colour printing	NR
52	Poster on MHM	chhuppi todo	Size : 2x3 feet Material: Four colour printed vinyl in sun borad Mounting: in screw each cornor and also in between the corner. To ensure it is fixed and not at all movable	Adolcent Clinic

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S/No	Material	Content	Size/Material/Other Details	Sub Location
53	Poster	All FP methods - materials demo (3 TYPE)	Size :A3 Material:150 gsm paper with single side, four colour printing (One side print and lamination of demo on the other side)	PNC Ward
54	Poster Family Planning Methods	Family Planning Methods	Size : 2x3 Feet Material: Four colour printed vinyl Mounting: Cost not included. See suggestion at last row of document	
55	Leaflet Family Planning Methods	Family Planning Methods	Size :8.5 inch x 11 inch Material: 90 gsm imported art paper with both sides 4 colour printing & 2 folds (Colour/BW)	Couselling room
56	Mission , Vision and Quality Policy	hospital mission vision and quality policy	Size of board: 3 ft x2 ft Material: 2-3 mm Imported Acrylic sheet with vinyl pasting	Reception area
	Roles and responsibilities of client/provider	Details of roles and responsibilities of clients	Size of board: 3 ft x2 ft Material: 2-3 mm Imported Acrylic sheet with vinyl pasting	Reception area
57	Signages	No Smoking , No spitting, Mainatin cleanliness	Size of board: 18 inch x6 inch Material: Sunboards with vinyl pasting Mounting: Screw mounting on wall	At appropriate area near the services/facility.
		Stand in queue, wait for your turn	As above	As above
		Parking, waiting area	As above	As above
		Drinking water and miscellaneous	As above	As above
		Store - 1, 2, 3, 4, 5, 6	As above	As above
		Toilet - Male/ Female/Staff	As above	As above
		Fire exit	As above with redium material to glow at night	
		Others	As above	As above

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S/No	Material	Content	Size/Material/Other Details	Sub Location
58	ASHA K apitara	IPC Booklet	Size : Letter Size - cover page Paper : 250gsm, thermal mat lamination, both side - Inner page 130 gsm, mat paper - No. of pages : 58+coverpage - Printing : 4 colour binding -Centre pin	NR