

Social Media Marketing of Kerala Maritime Board

The Kerala Maritime Board (KMB) seeks to strengthen its engagement with the public through an enhanced social media presence. This effort aims to raise awareness, share public notices, and provide clear guidance on obtaining certificates and services under the Right to Service Act.

KMB is exploring partnerships with startups specializing in social media marketing to achieve these objectives. The Board is looking for a dynamic and results-driven team capable of delivering innovative solutions to meet its marketing goals.

The ideal team will:

- Develop and implement a comprehensive social media strategy.
- Manage KMB's presence across key platforms, including YouTube, Facebook, Instagram, LinkedIn, and Twitter.
- Create engaging, value-aligned content that reflects KMB's brand.
- Monitor campaign performance, optimizing for greater reach and audience engagement.
- Provide regular reports and analytics to track and evaluate campaign effectiveness.

KMB believes partnering with a startup will not only bring fresh, innovative marketing approaches but also contribute to the growth of Kerala's thriving startup ecosystem.

The EOI process

Kerala Startup Mission is approached by various Government Departments for the development of mobile and web applications. These requests are met through a facilitation device by KSUM. Kerala Startup Mission facilitates the entire process by helping

departments to finalise technical specifications, circulating the same among startups, initial technical assessment and short listing for the committee to take final decision.

Following are the steps involved:

1. Call for Expression of Interest among startups incubated/registered with KSUM
2. Submission of EOI (in the link provided by KSUM).
3. KSUM to organize interaction with the Department for clarifying doubts and queries of interested startups.
4. Technical Proposals are then obtained from startups who have submitted the interest.
5. Technical proposals are then evaluated.
6. Startups who qualify the technical evaluation are then asked to submit the financial proposal.
7. L1 among the startups is identified by the method of Quality and Cost Based Selection (QCBS) wherein 70% marks for the technical proposal and 30% for the financial proposal.
8. The L1 startup is then recommended to the Department.
9. KSUM ensures that the startup delivers the product to the Department and the Department is satisfied with the work.
10. The payment is made directly by the department to the startup after signing an Agreement.
11. The Department is also expected to do the Security auditing of the application developed by the startup through CERT-K and also to host the application in the State Data Center

Eligibility for Startup to participate in the EOI

The startup has to be registered with Kerala Startup Mission and Startup India.