

PROPOSAL FOR ENGAGING A MEDIA STARTUP FOR ANIMAL HUSBANDRY MEDIA DIVISION

The media startup will be on-boarded for the following activities

- Content writing: To prepare and publish daily news, press releases, short messages, short and long scripts for videos etc. in Malayalam & English as and when required.
- Video/Photo coverage: To cover the programmes and activities of Department as and when required
- Layout & Design: To design collaterals like brochures, booklet, leaflets, postures, banners, backdrops, advertisements, logos, magazine etc. required by the department.
- Social Media Management : To create and upload contents such as long and short videos on the initiatives and achievements of the Department, educational videos, FB live programmes, talk shows etc in Malayalam & English as and when required.

Scope of Work

- The startup should provide Creative Professionals such as content writer, video/photographer, video editor, graphic designer, Social media handler etc as per the need of the department.
- The startup should provide creative content writing for press release, press briefings, draft speeches, messages for farmers, article for newspapers and magazines, conceptualize and design the advertisement materials, templates, reports, testimonials, scripts for videos/jingles etc. for print & electronic media both in Malayalam and English as per requirement.
- The agency should conceptualize and create all the design and layout of print materials like brochures, folders, leaflets, booklets, posters, banners, calendars, coffee table books, annual reports, manuals, compendiums, primers, magazines, guidelines, e-Brouchers, e-Annual Report, e-Book, e- magazine, e-newsletter, PPTs etc.

- It should provide graphic design for Success Stories, Videos, Jingles, tin sheet panelling, illuminated signage, display panel, wall painting, hoarding, template design, wall panel, standees and other creative items used in workshops, seminars, meetings, symposiums, conclave, exhibitions in English & Malayalam as per the requirement of the department.
- The startup should ensure regular postings on the social media channels of the department (Facebook, YouTube, Instagram, Telegram, WhatsApp etc.) based on the events, programmes and activities. The company should create and upload promotional videos, educational videos, success stories, tips on scientific animal rearing practices, FB Live programmes, recorded talks and live coverage of seminars advertisements, images or reels for social media usage.

Key Deliverables

- Social Media Posts should be uploaded within 2 hrs of intimation from Client.
- In case of any event, social media posts should come immediately after the event or live as the case may be.
- All the collaterals (cover page & inner page layout in colour/BW as per the requirement with infographic) proposed by the department should be designed as per the timeline decided by both parties.
- 10% variation will be permissible.
- Any additional quantum of work assigned apart from the work defined the agency will be paid as per the unit cost provided by the agency.
- Price may be quoted for designing of each 4 pages.
- The agency shall arrange photographs and content which will be edited and approved by the Principal Training Officer.
- In case the department doesn't provide the requisite number of collaterals for design in a year, the quantum will carry forward to subsequent year.

Payment Terms

Payments will be made on a quarterly basis taking into account the assignments completed and the performance of the media startup (Except the Creation of videos as per the requirement of the client by the Agency at I&PRD-approved rates). The payment towards the Creation of videos shall be released by the client in favour of

the agency on I & PRD approved rate only after the assigned task is accepted by the client.

Period of Engagement

The media startup will be engaged initially for a period of two years with effect from signing of Agreement and the contract period will be renewed annually as decided by a monitoring committee set up by the department. In case of the startup does not fulfill the terms and conditions of contract, or there is a delay in submission of reports or there is lack of quality work etc. the contract period will not be renewed.

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 devised 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.