

Kerala State Literacy Mission Authority - Mobile App for New India Literacy Programme

The Kerala State Literacy Mission Authority is an autonomous institution under the General Education Department, Government of Kerala. It was set up in 1998 for the purpose of coordinating and activating the 'Literacy and continuing education activities' launched by the National Literacy Mission, Ministry of HRD, Government of India. Its headquarters is in Thiruvananthapuram.

Government approved a new scheme "New India Literacy Programme (नव भारत साक्षरता कार्यक्रम) for the period FYs 2022-2027 to cover all the aspects of Adult Education to align with National Education Policy 2020. The scheme will be implemented through volunteerism through online mode. The training, orientation, workshops of volunteers, may be organized through face-to-face mode. All material and resources shall be provided digitally for easy access to registered volunteers through easily accessible digital modes .

Scope of Work:

The programme aims to create a holistic and comprehensive approach towards adult education, with a particular emphasis on improving literacy rates in Kerala. The following components have been identified as part of the scope of work:

1. ICT-Based Study System: The programme will require an ICT-based study system that can be used by registered volunteers to support adult learners in acquiring basic literacy skills.

2. Student and Teacher Details: A platform will be required to store student and teacher details securely to ensure that the programme can be monitored and evaluated effectively.

3. Literacy Handbook: A comprehensive literacy handbook will be developed to support volunteers in teaching basic literacy skills.

4. Animation Videos: The programme will require a set of animation videos that can be used to support volunteers in teaching basic literacy skills.

5. Presentations: A set of presentations will be developed to provide volunteers with additional resources to support their teaching efforts.

6. Social Awareness Programmes: The programme will incorporate social awareness programmes to promote the importance of literacy and the impact it can have on individuals and society.

7. Literacy Mission Programmes: The programme will leverage existing literacy mission programmes to ensure that it can reach as many individuals as possible.

8. A state Level Dashboard

We invite startups to submit expressions of interest that outline their capabilities and how they can contribute to the programme. Startups with experience in developing ICT-based systems, animation videos, or presentations are encouraged to apply. Startups with a focus on education or social impact are also encouraged to apply.

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.