

Managing Social Media Marketing Activities for Kerala Maritime Board

Kerala Maritime Board (KMB) intends to engage a dynamic, innovative, and results-oriented startup registered with Kerala Startup Mission (KSUM) to undertake the social media marketing and digital communication activities outlined below.

1.Scope of Work & Deliverables

A. Social Media & Platform Management

- Comprehensive Management: Daily management, monitoring, and footfall expansion for official KMB handles across Facebook, Instagram, X (Twitter), LinkedIn, and YouTube.
- Website & Channel Integration: Design and integration of creative elements for the official website, video thumbnails, and YouTube channel management.
- Live Streaming & Event Coverage: Production and live streaming of official events on KMB's social media channels.
- Public Engagement & Response: Active monitoring, addressing public queries, and handling public response on official channels based on KMB directives.

B. Creative Content Development

- Graphic Design: High-quality posters (ordinary and creative content-focused), flyers, infographics, single/multi-page handouts, standees, banners, pull-outs, and wall paintings.
- Video Production: 2D whiteboard animations (up to 3 minutes and extended duration), reel videos, video advertisements, video messages, and testimonial coverage of eminent personalities/officials.
- Audio & Post-Production: Scripting and recording of audio jingles, subtitling, video editing, and post-production of raw footage gathered by KMB.
- Bilingual Content: Content generation primarily in Malayalam with prompt English translations and format adaptations optimized for Instagram (Posts/Stories), Facebook, and X.

C. Strategy & Ground Level Activities

- Campaign Ideation: Concept design, logo/theme creation, and execution of targeted campaigns for various maritime stakeholders and the general public.

- Ground Event Activation: Conceiving and executing on-ground event activations, public interaction sessions, and group mobilizations.
- District-Level Coordination: Coordinating activities across maritime districts/ports through assigned experts, with prior concurrence from KMB.

2. Dedicated Deployment & Turnaround Requirements

- On-Site Human Resources: Deployment of one (1) dedicated Social Media Executive/Expert to work directly with the technical/administrative team at the KMB Head Office to generate real-time creatives.
- Publishing Schedule: Preparation and scheduling of regular posts (daily 4–5 posts based on raw materials supplied by KMB). Immediate turnaround capability for urgent posts or immediate content modifications required by KMB.

3. Eligibility Criteria for Participating Startups

- Registration: Must be a Start-Up registered with M/s Kerala Startup Mission (KSUM).
- Experience: Minimum 3 years of operational experience in designing, developing, and executing IEC/digital communication activities. Prior experience with Government Departments, PSUs, or Maritime/Infrastructure sectors is preferred.
- Financial Capacity: Minimum average annual turnover of Rs. 15 Lakhs over the last three financial years.
- Compliance: Must possess valid PAN and GST registration, and submit self-certification confirming no blacklisting/debarment by Central/State entities in the last 3 years.

4. Period of Engagement

- Initial Tenure: The selected agency shall be engaged for an initial period of one (1) year.
- Contract Extension: The period of engagement may be extended beyond the initial term, subject to the explicit requirements of KMB and a satisfactory performance review of the firm.