KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION (KINFRA)

(A statutory body of Govt of Kerala)

KINFRA HOUSE, TC 31/2312, Sasthamangalam, Thiruvananthapuram -695 010

Tel: 0471-2726585| **Email**: hr@kinfra.org, it@kinfra.org | **Web**: www.kinfra.org

Invitation for Expression of Interest in Website Development for KINFRA

Introduction

The Kerala Industrial Infrastructure Development Corporation (KINFRA) has established itself as a pivotal organization in the development of industrial infrastructure across Kerala. With a primary focus on land acquisition and the creation of state-of-the-art industrial parks, townships, and zones, KINFRA plays a vital role in fostering industrial growth and development.

Purpose

The purpose of EOI is to identify and engage a startup for the redevelopment of Kerala Industrial Infrastructure Development Corporation (KINFRA) website. The goal is to create a modern, user-centric digital platform that effectively showcases KINFRA's industrial parks and facilities, streamlines the investor experience, promotes industrial growth in Kerala, and serves as a valuable resource for both potential investors and existing clients and general public.

Scope of Work

The successful Agency/Firm will be responsible for the end-to-end development of the website, including but not limited to:

1. **Website Design & Development**

   - Responsive UI/UX (User Interface /User Experience) design
   - Ensure full responsiveness across all devices - including desktop, tablet, and mobile
   - Cross-platform support (Android, Windows, macOS, iOS-compatible browsers)
   - Fast loading times and optimized performance
   - Multilingual Support- offer content in English and Malayalam. Provide an easy language switcher accessible from all pages.

2. **Content Creation**

   - Integration of brand assets (logo, colours, typography)
   - Dynamic sections for About KINFRA, KINFRA parks, Policies, Events, News Updates, RTI, Announcements, Gallery, Videos, Success stories. quick links etc
   - Provision for the integration of Social Media.
   - Professionally written, SEO-optimized web content

- ➤ Branding-aligned language and visuals
- ➤ Enhanced Search Functionality including auto-suggest features
- ➤ Offer 360-degree virtual tours of parks and facilities. virtual walk-throughs of sample office spaces and facilities
- ➤ Interactive Park Explorer- Develop an interactive map of Kerala showcasing all KINFRA parks Include filters for park type, available space, and region providing detailed information on each park when selected Integrate real-time availability data.

3. **Chatbot Integration**

- ➤ AI-powered chatbot for customer support and FAQs
- ➤ Custom workflows and escalation paths

4. **Admin Dashboard & User Roles**

- ➤ Admin privileges and secure access control
- ➤ Role-based access for team members or stakeholders
- ➤ Easy-to-manage backend for updates and content control

5. **Provision for Application Integration and Future Modules**

- ➤ Provisions to seamlessly integrate new applications as needed.
- ➤ Support the integration of two key upcoming modules

  1. **Exhibition Booking Centre** – A system for managing KINFRA Exhibition and Convention Centre Booking System
  2. **Allotment Software** – A module to facilitate the allotment process

6. **Technical & Security Requirements**

- ➤ SSL certificate and HTTPS implementation
- ➤ GDPR compliance (if applicable)
- ➤ Integration with analytics and CRM tools
- ➤ Data protection and user privacy policies

7. Website Hosting

- ➢ Hosted and released only after undergoing the Website Security Audit**.**
- ➢ The website shall be hosted in the Government Data Centre.

8. Project Timeline

- ➢ Proposed timeline: It is expected to be completed within maximum time limit of 45 working days from signing of contract.

9. Maintenance / Support Period

- ➢ Firm/Agency will provide 3 years maintenance and technical support for the website, which will start once the website will be fully operational
- ➢ During AMC period, following is expected**:**

  - Provide 24x7 technical support and bug fixing.

  - Content updation and monitoring

  - Trouble shooting: In case site is down, any link is broken, any functionality not working properly etc.

  - Technical Assistance: In case Website needs to be shifted from one server to another, any patch up-gradation on source code and server etc.

  - Remote support for assistance in changing/editing/modifying modules, webpage via call or emails (if at all required).

  - Bug fixes for any existing functionality.

- ➢ The Firms/Agencies shall clearly specify the terms and conditions of the AMC.

10. Key Deliverables

- ➢ Fully functional website
- ➢ Complete handover of installation (include user / admin manual, source code, technical knowledge) to KINFRA staff;
- ➢ Transfer of all user / copy rights to KINFRA;
- ➢ Content migration from current website (if required)
- ➢ Training for staff
- ➢ Documentation and support

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 facilitate the entire process by helping departments to finalise technical specifications, circulating the same among startups, initial technical assessment and shortlisting 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 Department for clarifying doubts and queries of interested startups.
4. Technical Proposals are then obtained from startups who have submitted the interest.
5. At least three design options/templates need to be provided with technical proposal for home as well as inner page of the website.
6. Technical proposals are then evaluated.
7. Startups who qualify the technical evaluation are then asked to submit the financial proposal.
8. 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.
9. The L1 startup is then recommended to the Department.
10. L1 startup need to provide FRESH designs for website for the committee to choose from. Committee will reserve the right to choose and finalize the design for the website. Development of the website will start only after the design of the website gets finalized.
11. KSUM ensures that the startup delivers the product to the Department and Department is satisfied with the work.
12. The payment is made directly by the department to the startup after signing an Agreement.
13. 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.

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