

Sponsorship Portal and Dashboard for Rehabilitation Efforts in Wayanad

The Project Implementation Unit (PIU) shall develop a well-designed web portal with a dashboard for sponsorship management, by hiring an entity proficient in website and dashboard development

The web portal shall have, among others, the following features.

- All information relevant to a sponsor willing to donate to rehabilitation efforts in Wayanad, including the different sponsorship options in cash and specific items for construction which will be accepted as sponsorships in kind. The portal should be able to guide a sponsor in the entire sponsorship process – from initiating an offer, executing the agreement with PIU, online payment/ delivery of items in kind, tracking the progress of implementation of their sponsored projects, contacting the PIU for clarifications or complaints and accessing the digital certificate after completion of the sponsored projects.
- A dashboard for effective sponsorship management.
- Generation of the unique sponsor ID
- Generation of digital certificates of recognition after completion of projects
- Contact details of nodal officers and PIU

Annexure 2 – Features of Sponsorship Portal to be considered for inclusion

1. The website is exclusively of the PIU managing the sponsorships
2. A minimalist webportal with dynamic design (adapt to device screen size)
3. Home page:
 - 3.1. Link to a Brief background about the landslides and extent of the devastation with photographs
 - 3.2. Hon'ble Chief Minister's appeal with photograph
 - 3.3. Why Sponsor (give details of benefits to the victims, categories and corresponding acknowledgements to sponsors, etc.)
 - 3.4. Sponsors (link)
 - 3.5. Aggregate tracker of sponsorship value received (cash/ kind)
 - 3.6. Buttons (Sponsor as individual / institution, Sponsor as group)
4. Tabs across all pages:
 - 4.1.1. Home
 - 4.1.2. Become a Sponsor
 - 4.1.3. Process of Sponsorship (also include template of tripartite agreement)
 - 4.1.4. PIU (for Sponsorship Management - details of organizational structure and
 - 4.1.5. Dashboard (Note: Transparency)
 - 4.1.6. FAQs
 - 4.1.7. Government Orders
 - 4.1.8. Contact
5. Login (PIU/ Sponsors/ PMU/ Contractor)
 - 5.1. Option to register grievances about utilization of sponsorship - automatically generate token number
 - 5.2. Generate downloadable sponsorship acknowledgement certificate
6. Become a Sponsor page
 - 6.1. First subpage - Collect required details of the sponsor, drop down option (in cash or kind), intended use of the sponsorship (eg: construction of 10 houses or untied general sponsorship)
 - 6.2. Second subpage - Cash - dropdown options (Escrow Account/ CMDRF)
 - 6.2.1. One time - redirect to payment page within the website (all forms including UPI)/ redirect to CMDRF page (API required for acknowledgement). Once payment is completed, an automatic email with the certificate mentioning the Sponsor ID and sponsorship category to be sent by the website.
 - 6.2.2. Multiple installments within a specified number of times: collect details of amount, anticipated dates/ payment to escrow account / CMDRF, etc.

- 6.3. Third subpage: Kind - redirect to page with clickable list of all items with specifications and cost as per the approved estimate and anticipate timelines for delivery along with options to indicate number of units being offered as sponsorship in kind. (When a sponsor offers to sponsor an item through the website, the corresponding numbers of items remaining to receive sponsorship should reduce in the website.)
7. In short, the details in the sponsorship page would need to adapt to whether the prospective sponsor desires to provide support in cash or kind. The details of the sponsorships required with specifications, number of units, tentative timelines expected for fulfilment of the sponsorship commitment, etc. would need to be clearly detailed. The sponsors must be provided with an easy facility to select the options for sponsorship in kind by clicking from the list and indicating the number of units, etc. and submit their sponsorship offer.
8. An automatic email acknowledgement from the PIU thanking for the submission of sponsorship offer (in cash across multiple instalments or in kind) with details of the offer made and 'Sponsor ID' shall be sent by the website. It shall inform that the PIU will be in touch with the sponsor within a specified number of working days.
9. The webportal shall automatically assign the 'Sponsor ID'
10. Automatically update the status of sponsorship (offered and received once verified and approved by the PIU) in the dashboard.
11. Option for PIU to upload the details of sponsorship offered through other means than website - option to load letters, etc if any.
12. Option for online collection of funds to the designated bank account/ redirect to the CMDRF page.
13. Automatic generation of certification (similar to CMDRF) for cash deposits made by sponsors through the website
14. Dashboard of status of sponsorship to keep track of all aspects of sponsorships including (i) sponsorships offered, (ii) tripartite agreements executed, (iii) sponsorships requisitioned, (iv) sponsorships fulfilled, (v) sponsorships fulfilment deferred at the request of sponsors, (vi) actual progress on the ground with photos of the stage wise progress of the construction works.
15. To avoid duplication of work resulting in delays in updation of the dashboard, all sponsorship offers shall be mapped on the webportal, all requisition requests by the

contractor, and subsequent requisition requests by the PIU to the sponsors, and the uploading of the certification of receipt of sponsorship by the contractor (along with the GST bills), the acknowledgement of the receipt of sponsorship, report of non-delivery/ not as per specifications, etc. shall be done through the webportal itself. This will also help with ensuring better transparency.

16. The webportal shall be the master data of all sponsorships for the PIU and the PIU should be able to use it for management of all aspects, including the schedule of different sponsorship agreed to, lead times, conditions on which sponsorship is activated, etc. and maintenance of digital records (eg: All signed tripartite agreements shall be uploaded). The details of prospective sponsors/ enquiries may also be captured in the website.
17. Once the website is ready and all the channels of accepting sponsorship are ready, the Government of Kerala may announce in the media of the mechanism including the PIU which will coordinate, receive and expend the sponsorship.
18. Publish Call for Sponsorships linking to the website

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.