

Website Revamping - Kerala Tailoring Workers Welfare Fund Board

Introduction

Kerala Tailoring Workers Welfare Fund Board was constituted for the welfare of registered tailoring workers, in the year 14.06.1994 as per the Government Gazette Notification No: 10784/Leg/C3/92/Law. A tailoring Worker once registered as a member under this board he/she should remit yearly Rs. 600/- (Rs.50/- per month) as the subscription to the board. This board has been giving retirement benefits to registered tailoring workers to them once they attain at the age of sixty years; along with the board's contribution clubbed with the whole contribution remitted by the member. Also, each retired member is entitled for the benefit of Rs. 1600/- per month as pension. The board has also envisaged and implemented various benefits schemes for all active members, such as marriage benefits, maternity benefits, educational scholarships, cash awards, treatment benefits, death benefits, family pensions, disability pensions, etc. Under this board about 8 Lakhs members has registered till now through all the 14 districts of Kerala.

The website www.tailorwelfare.in is a crucial platform dedicated to supporting the welfare of tailors. This proposal outlines a plan to revamp the website to enhance user experience, improve functionality, and better serve the community.

Objectives

Improve User Experience: Simplify navigation and ensure the website is user-friendly.

Modern Design: Update the visual aesthetics to reflect a modern and professional look.

Enhanced Functionality: Incorporate new features to better meet the needs of the users.

Mobile Responsiveness: Ensure the website is fully functional on all devices.

Scope of Work

1. User Experience and Design

Redesign Layout: Create a clean, intuitive, and aesthetically pleasing layout.

User-Friendly Navigation: Implement a simple and clear menu structure.

Visual Elements: Use high-quality images, icons, and graphics.

Consistent Branding: Ensure the design aligns with the organization's branding guidelines.

2. Content Management

Content Audit: Review existing content and identify areas for improvement.

New Content: Create engaging and informative content where necessary.

Multilingual Support: Provide content in multiple languages to reach a wider audience.

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.