

Selection of a PR Agency -Kerala State Women's Development Corporation (KSWDC)

Since its inception in 1988, the Kerala State Women's Development Corporation (KSWDC) has been dedicated to enhancing the economic and social opportunities for women across the state. Through various impactful initiatives, They have strived to empower women in multiple sectors. As KSWDC continues to launch new programs aimed at furthering this mission, it is crucial for us to communicate our efforts effectively to the public.

In light of our upcoming initiatives, KSWDC seeks to strengthen its public relations strategy and is inviting Expressions of Interest (EOI) from Public Relations (PR) agencies capable of helping us enhance our reputation, secure media coverage, and ensure robust communication with the public about our ongoing and future programs.

KSWDC aims to engage with startups, particularly those supported by the Kerala Startup Mission, with a strong preference for women-led startups. We believe that startups bring innovation and agility, making them ideal partners in managing our PR needs.

The selected agency will be engaged on a monthly payment basis and will be responsible for handling all PR-related activities for KSWDC.

We invite eligible agencies to submit their EOIs,

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.