

**Call for Expression of Interest
for Creation of Website for
KINFRA International
Exhibition cum Convention
Centre**

Introduction

KINFRA has developed an International Exhibition Centre in Kakkanad, Ernakulam district. This project is a key initiative to support the growth and visibility of small and medium enterprises (SMEs) in Kerala, offering them a platform to showcase their products, organize exhibitions, and connect with potential markets.

Purpose

Purpose of the EOI is to identify a startup for the development of “International Exhibition cum Convention Centre” Website for KINFRA

Scope of Work

Core Features

1. Exhibition Module Booking

- Online booking for six fully covered and air-conditioned modules of 4500 sq. ft. each.
- Real-time availability checker for modules and individual stalls.
- Integration of special features for 24 high-value stalls designed for jewellery and precious items.

2. Convention & Meeting Space Booking

- **Grant Hall:** Capacity of 650 persons.
- **Dining Hall:** Capacity of 300 persons.
- **Meeting Room:** Capacity of 100 persons.
- **Conference Room:** Capacity of 23 persons.
- **VIP Lounge, Business Lounge, and VIP Lobby.**
- **4 Guest Rooms available for premium bookings.**
- Option for partial or full booking of facilities.

3. Open Space Booking

- Availability of central open space for landscaping or stage programs.

4. Logistics Management

- Booking despatch bays for trailer access and heavy equipment delivery.

5. Security and Surveillance

- Option to book additional security features.
- Integration of 24x7 camera surveillance monitoring for bookings.

6. Payment Integration

- Dynamic pricing based on demand, duration, and facility type.
- Secure online payment options with automated invoice generation.
- Payment is processed via an integrated gateway. The payment gateway shall be the one as suggested by KINFRA or the one identified by the startup, this shall be decided once the

7. Post Event Feedback

- Obtain instant feedback from the users right after the event and list them

8. Reports and Analytics

- Detailed reports on bookings, payments, and facility utilization.

9. Post-Launch Support

- Provide ongoing support for a period after launch, covering updates and bug fixes as needed.

Additional Features

1. Bilingual Support

- The website will support English and Malayalam for accessibility to a diverse audience.

2. Virtual Tour

- A 360-degree virtual tour of the exhibition center, highlighting key facilities and features.

3. Responsive Design

- Full responsiveness to ensure seamless functionality across desktops, smartphones, and tablets.

Expected Deliverables

1. Fully functional bilingual website with booking system.
2. Integrated virtual tour feature.
3. User manual and training for administrators.
4. Comprehensive testing and quality assurance.

Workflow

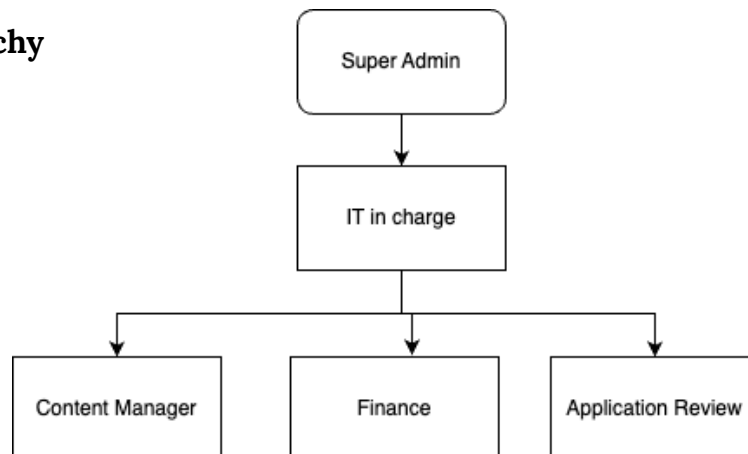
1. Customer Journey

1. Log in or register.
2. Browse available modules, stalls, or halls.
3. Select required space(s) and facilities.
4. Specify event type and duration.
5. Confirm booking and make payment.
6. Receive confirmation and booking details.

2. Admin/Manager Workflow

1. Review booking requests.
2. Assign spaces, facilities, and resources.
3. Coordinate with logistics and security teams.
4. Monitor ongoing bookings and feedback.

User hierarchy



- This shall include user roles and privileges needed for each user identified.

Payment gateway: The payment gateway will be decided mutually between the selected startup and the KINFRA.

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 organise 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. 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 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.