

Directorate of Cultural Department

Kerala showcases a culture unique to itself evolved through accommodation, acculturation and assimilation of various faculties of civilized lifestyle. The Department of Culture, under the State Government, was formed to preserve and promote Kerala's unique culture. The splendor and diversity of Kerala's art, literature and rituals are beyond compare. Over the years, this Department has taken on the mantle of the guardian of Kerala's cultural heritage. A number of cultural institutions function under the umbrella of this department. These include the Kerala Kalamandalam Deemed to be University, various research institutions, institutes, and academies and many other memorials and organizations.

There are requirements for which this EOI is being initiated

1. Revamping of Culture Directorate
2. Development of online monitoring system and Mobile App for managing Diamond Jubilee Fellowship Programme

The details of the requirements are as follows:

1. Revamping of Culture Directorate Website

The purpose of this requirement document is to outline the key objectives, functionalities, and technical specifications for the revamping of the Culture Directorate website (<https://culturedirectorate.kerala.gov.in/>). The revamp aims to enhance the user experience, improve content management, and showcase Kerala's cultural heritage effectively. An updated and user-friendly website is essential for effectively communicating the goals, programs, and cultural heritage of the Culture Directorate to a wider audience. The primary objective of revamping the Culture Directorate website is to enhance its visual appeal, functionality, and user experience. The proposed improvements will enable visitors to easily access relevant information, engage with the cultural programs and initiatives, and promote the rich heritage of Kerala.

Key Features and Enhancements:

Modern and Responsive Design: We propose a contemporary design that aligns with the cultural essence of Kerala while adhering to the latest web design trends. The revamped website shall be responsive, ensure a seamless user experience across various devices and screen sizes.

User-Friendly Navigation: Optimize the website's navigation structure to simplify the user journey. Intuitive menus, clear categorization, and prominent search functionality will enable visitors to find desired information quickly.

Updated Content Management System (CMS): Integrate a robust CMS that allows authorized staff members to easily update and maintain the website's content. This will ensure that the website stays up-to-date with the latest events, news, and initiatives.

Multimedia Gallery: Create a visually engaging multimedia gallery to showcase photographs, videos, and other media related to Kerala's cultural heritage. This will provide visitors with a captivating glimpse into the diverse cultural offerings.

Multi-language Support: Considering the diverse audience, include multi-language support on the website to cater to visitors who prefer languages other than English or Malayalam.

2. Development of online monitoring system and Mobile App for managing Diamond Jubilee Fellowship Programme

Diamond Jubilee Fellowship for 1000 young artists is one of the major Plan projects under the Directorate of Culture. The 1000 young artists selected in this programme on the basis of an interview conducted by an expert committee on the basis of their Academic Qualification and experience. These artists all deployed in various Block Panchayath, Municipalities and Municipal Corporations across the State, as Clusters. They impart free

art training through this cluster. The department will provide a monthly remuneration of Rs. 10000/- and local self government provide Rs.7500/- to these artists for a period of two years. This monthly fellowship amount will be disbursed based on the number of classes taken by these artists during a month. Each cluster coordinated by a cluster convenor and the cluster convenor will submit the monthly report of artists to the Directorate through District Coordinators for sanctioning fellowship amount. The Directorate will also issue a certificate to LSGD for disbursing additional fellowship amount from LSGD The Directorate of Culture. The Department plans to develop an online monitoring system for watching the overall performance of the deployed artists through online mode and also planning to change the all application process into online mode. Starting From Online Application to Monitoring the Selected candidates all process should be through online mode. For taking attendance of the class we can use new technologies to ensure the authenticity of the information . The department is open to all types of suggestions to improve the system for the better working .

Requirements

- 1) One time registration and profile creation for applicants.
- 2) Notification of Interview
- 3) Online Submission of application
- 4) Online verification and approval of application
- 5) Downloading of Interview Card
- 6) Scheduling interview
- 7) Shortlisting candidates for interview
- 8) Capturing marks of interview
- 9) Rank list Publication
- 10) Deployment of selected artists in various clusters
- 11) Generation of appointment order
- 12) Status Report of art form in various clusters
- 13) Monthly timetable for artists and Co-ordinators

14) Online submission of actual tour diary and advanced tour diary of Coordinators.

15) Clusterwise students details

16) Development of a Mobile Application

a) Through this fellowship artists upload training reports and classes from the training site.

b) Geo fencing training centers

c) Live monitoring of classes

d) Generation of various reports in prescribed format

e) Generation of attendance sheet

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.