

Expression of Interest (EOI) for Preparation of Video Tutorials for the KSMART

TO WHOM IT MAY CONCERN,

Information Kerala Mission is inviting expressions of interest (EOI) from reputable and experienced firms or individuals to undertake the preparation of video tutorials for the KSMART (Kerala Spatial Mapping and Resource Tool) platform.

Scope of Work:

The selected firm or individual will be responsible for:

1. **Conceptualization and Planning:** Collaborate with our team to develop a comprehensive plan for the video tutorials, including the content outline, key learning objectives, and instructional design.
2. **Scriptwriting:** Write clear, concise, and engaging scripts for each tutorial, ensuring technical accuracy and instructional value.
3. **Video Production:** Produce high-quality video tutorials, including screen captures, animations, graphics, and voiceovers. Ensure the videos are visually appealing and easy to follow.
4. **Editing and Post-Production:** Edit the videos to ensure clarity and professionalism, including adding subtitles, annotations, and background music as needed.
5. **Review and Revisions:** Work with our team to review the drafts and incorporate feedback to finalize the videos.
6. **Delivery:** Provide the final video tutorials in a format suitable for online distribution and integration into the KSMART platform.

Submission Requirements:

Interested parties are requested to submit their expressions of interest, including the following information:

1. **Company or Individual Profile:** Detailed profile highlighting relevant experience and qualifications in video production and instructional design.

2. Portfolio: Examples of previous work, particularly video tutorials or similar projects, demonstrating technical and creative capabilities.
3. Proposed Approach: Description of the approach and methodology for creating the KSMART video tutorials, including any innovative ideas or techniques to enhance user engagement.
4. Timeline: Estimated timeline for the completion of the project, including key milestones.
5. Budget: Detailed budget proposal, including a breakdown of costs for each phase of the project.
6. Key Personnel: Contact information and profiles of key personnel who will be involved in the project.

Submission Deadline:

Expressions of interest must be submitted by **05/06/2024, 05.00 PM** via email to **email address**

Evaluation Criteria:

Expressions of interest will be evaluated based on the following criteria:

1. Experience and Expertise: Proven track record in video production and instructional design.
2. Quality of Previous Work: Relevance and quality of previous video tutorial projects.
3. Proposed Approach: Alignment of the proposed approach with the project's objectives and requirements.
4. Cost-Effectiveness: Reasonableness and transparency of the proposed budget.
5. Team Qualifications: Expertise and availability of key personnel.

We look forward to receiving your expressions of interest and partnering with a skilled team to create high-quality video tutorials for the KSMART platform.