

The state-level inauguration of the deployment of K-Smart application developed by Information Kerala Mission in Rural Local Bodies will be held on 10th April 2025 at Uday Palace Convention Centre, Thiruvananthapuram. Separate tenders are invited from individuals/institutions for the following works in connection with the inauguration.

**1. Event management including stage preparations for the K-SMART Launch Event**

Sl No.	Particulars	Size/ Details	Qty
	<b>Production /Fabrication</b>		
1	LED Screen	60X10	
2	LED Wings		2 nos
3	Laptop		
4	AV Engineer		
5	50" Preview Monitor		
6	50" Timer Monitor		
7	Digital Podium		1 nos
	<b>Sound system</b>		
8	Sound Engine and Sound	15000 watts including delay	
9	Cordless Mics		6 nos
10	Lapel Mics		4 nos
11	Podium Mics		1 nos
12	Cable & Accessories & Cable Manager		
13	Sound Monitor		2 nos
14	Sound Console		
15	Stage Monitor	Maximum Size	
	<b>Lights</b>		
16	LED Face light		30 nos
17	Moving Head		8 nos
18	Blindor		4 nos
19	Light Console		
20	LED Par		4 nos
21	Gold Post Tress		
22	DM & Splittor		
	<b>Generator Back up</b>		
23	110 KVA & 110 RVA (Including Fuel)		
	<b>Stage floral Managements</b>		
24	Teapoy + Teapoy Flower		4 nos
25	Welcome Flower		50 nos
26	Red Carpet		

27	Chief Guest Chair on Stage (Wood)		25 nos
28	Double Sofa (White)		20 nos
29	Standeers		4 nos
30	Welcome Arch		1 nos
31	Floor Decoration – Stage (Colour theme Pink + Blue)		
32	Water Can		2 nos
33	Broachers Stand		
34	Sinkarimelam		
35	Selfie Point		1 nos

### **Condition**

1. Various activities related to stage decoration should be completed in time bound manner. Your organization is bound to make necessary changes in operations as directed by IKM from time to time
2. Have backup plans for potential delays, whether due to material shortages, weather issues, or other unforeseen problems.
3. To ensure that all related works are completed before 7.00 am on 10th April 2025.
4. Ensure all microphones and sound equipment are working properly before the event begins.
5. Video & audio out for live telecasting of entire state level inauguration of K-Smart software application shall be ensured.
6. If the company fails to meet the agreed terms, such as not delivering services or products as specified in the contract, or not meeting deadlines, this constitutes default.
7. The Information Kerala Mission (IKM) would demand compensation from the company for any losses or damages incurred due to the default.
8. The process of recovering compensation would be in line with applicable laws,

## **2. Video production**

<b>SL No</b>	<b>Details</b>	<b>Max Time /video</b>	<b>Count</b>
1	Promo videos highlighting various services	60 sec	4
2	Bytes of Celebrities, Ministers, Politicians etc	30 sec	10

### **Condition**

1. Previously made videos should be presented. Selection will be made on the basis of the video and the excellence of the presentation.
2. The video should include graphic technology and emerging technology.
3. During your presentation, emphasize how graphic technologies or emerging tech are used in the video.
4. Videos should be filmed and submitted to provide information to the public about the various services included in the K-Smart software.
5. Final videos should be submitted in 4K/8k resolution with voice over/music, editing, graphics and color grading completed within 10 days of receipt of work order. A category-wise budget should be submitted for this.
6. Within 2 days of receiving the work order, the Producer shall prepare and submit the script and storyboard for the Videos. Permission for filming must be obtained from IKM before the filming commences.
7. If the videos are not submitted within the stipulated time frame of 10 days, the will only be paid for the number of finalized videos delivered.
8. A penalty of 10% of the contract amount for each video will be charged for each day of delay beyond the stipulated time for each video.
9. All rights to the videos produced, including but not limited to copyright, intellectual property rights, and distribution rights, will fully vest in the Information Kerala Mission (IKM) upon delivery and acceptance of the final videos.
10. The videos cannot be transferred, disseminated, or shared with third parties without the express permission of IKM.
11. The must maintain confidentiality and ensure that the videos are not disseminated to the public or to any third party prior to approval by IKM.
12. In the event that the Producer fails to adhere to the timeline, quality standards, or other conditions of this agreement, IKM reserves the right to terminate the contract with immediate effect and demand compensation for any losses or damages.

### **Key Submission Requirements:**

1. **Portfolio/Previous Work:**
  - A **detailed profile or portfolio** showcasing your previous work should accompany your application. This is important to demonstrate your experience and capabilities in relation to the project.
2. **Form A1 (Financial Bid):**
  - You must submit **Form A1** (Financial Bid) separately, which will detail the financial aspect of your proposal. This form, along with your concept and profile, should be submitted in **two separate envelopes**.
3. **Deadline:**
  - The **last date** for receiving completed applications is **24th March 2025**. Ensure you submit all required documents by this date.
4. **Financial Bid Opening:**
  - The **financial bid** will be opened only **after the concept** has been reviewed and verified. This means the concept portion of your submission will be assessed first before considering the financials.
5. **Concept Evaluation:**

- **Concept** will be given **first priority** in the evaluation process. This emphasizes that the idea or concept you propose is the most critical part of your submission.
6. **Marks/Grades from Judging Panel:**
- The **final decision** will be based on the **marks/grades assigned by the judging panel**. They will evaluate the diversity and public acceptance of the concept, as well as other factors in their review.
7. **Submission of Outputs:**
- If selected, you will be expected to **submit all outputs within 10 days** of receiving the work order. This implies a quick turnaround after the contract is awarded.
8. **Final Decision:**
- The **judging panel's decision** will be final, so it is important to ensure that your concept and submission align with the expectations and criteria.

## Form A1

Name

Institution/Agency Name

Sl.No	Details	Rate/Number
1.	<b>Total number of Service videos that can be created.</b>	
1.1	Rate per video (Max. 60 Sec per video) which includes concept submission, scripting, shooting, editing, dubbing, colour correction & final out submission in 4k resolution.	
1.2	Whether prominent celebrities included as per quoted rate.	Yes/No
2.	<b>Total number of Bytes of Celebrities, Ministers, Politicians etc that can be created.</b>	
2.1	Rate per second which includes concept submission, scripting, character creation, dubbing, editing & final out submission in 4k resolution.	
3	<b>Rate of VR/AR aided video for the inauguration day.</b>	

### 2 (A) . AR/VR Show

#### Terms and Conditions for Video Creation in AR/VR Technology

##### 1. General Terms

- 1.1. The tender is open to professional agencies, production houses, start-ups, and vendors specializing in AR/VR video creation.
- 1.2. The agency must have prior experience in developing AR/VR projects and provide demonstrable work in similar assignments.

1.3. Proposals must align with the scope of work defined for the K-SMART Software Rural Launch.

## **2. Scope of Work**

2.1 The AR/VR video must highlight the journey, achievements, and future vision of the organization.

2.2 The final deliverable should include:

- A fully immersive VR experience viewable on the program day by the audience.
- (Optional) Interactive elements for user engagement.

2.3 The content must align with the provided storyboard and script, incorporating refinements as mutually agreed upon.

## **3. Eligibility Criteria**

3.1. The bidder must be a registered entity with a valid GST registration and PAN number.

3.2. A minimum of three years of experience in AR/VR content creation is required.

3.3. Submission of at least three relevant past projects as proof of expertise is mandatory.

3.4. The bidder must not have been blacklisted by any government or private organization.

## **4. Submission Requirements**

4.1. The bid must include:

- A company profile with credentials.
- A detailed technical proposal, including methodology, timeline, and deliverables.
- A commercial proposal with itemized costs.
- A portfolio of past projects.

4.2 Bids must be submitted in sealed envelopes before the deadline.

## **5. Evaluation Process**

5.1. Bids will be evaluated in two stages:

- **Technical Evaluation:** Based on expertise, quality of past work, and proposed methodology.
- **Financial Evaluation:** Based on cost-effectiveness and value for money.

5.2 Only bids scoring a minimum of 75% in the technical evaluation will be considered for financial evaluation.

## **6. Payment Terms**

6.1. Payments will be made in instalments as follows:

- 20% upon submission of the draft version for review.
- 80% upon final delivery and approval.

6.2. Taxes will be deducted at source as per government norms.

## **7. Timelines**

7.1. The project must be completed within 10 days from the date of contract signing.

7.2. Any delay beyond the agreed timeline will attract a penalty of 1% of the total contract value per day, up to a maximum of 10%.

## **8. Intellectual Property**

8.1. All rights to the final AR/VR content will belong exclusively to the organization.

8.2. The agency must not use or share the content with third parties without prior written consent.

## **9. Confidentiality**

9.1. The agency must maintain the confidentiality of all shared data, documents, and project details during and after the contract period.

## **10. Force Majeure**

10.1. Neither party will be held liable for delays caused by circumstances beyond their control, including natural disasters, pandemics, or government restrictions.

## **11. Termination Clause**

11.1. The contract may be terminated under the following circumstances:

- Failure to deliver quality work as per the agreed terms.
- Breach of confidentiality or any terms of the agreement.
- Non-compliance with the project timeline without valid reasons.

## **12. Dispute Resolution**

12.1. Any disputes arising will be resolved amicably through mutual discussions.

12.2. If unresolved, disputes will be subject to arbitration under the jurisdiction of the courts in Thiruvananthapuram.

## **13. Other Conditions**

13.1. The organization reserves the right to accept or reject any or all bids without providing reasons.

13.2. Any amendments to the tender will be communicated to all bidders via email or official channels.

13.3. Submission of a bid indicates acceptance of all terms and conditions stated herein

### 3. Public Relations Work

Condition
<ol style="list-style-type: none"><li>1. Develop a media plan that outlines the strategy for reaching the target audience through various media platforms, including print, digital broadcast, and social media.</li><li>2. Ensure that advertisements are distributed on time according to the campaign schedule.</li><li>3. Monitor and manage the media budget, track expenses, and ensure that campaigns remain within budget constraints.</li><li>4. Collaborate with creative teams to ensure that required advertising materials (graphics, videos, copy) are delivered to media outlets on time and on schedule.</li><li>5. Publish press releases with the organization's approval as needed to generate the desired media coverage.</li><li>6. Newspapers, magazines, trade publications, full-page ads, inserts, editorials, sponsored content, placements based on publication frequency, circulation, readership metrics, and engagement through ad response or QR codes should be ensured.</li><li>7. Ensure that all media campaigns comply with legal and ethical standards, including advertising regulations and copyright laws.</li></ol>

### 4. Memento Making (Bronze)

<p><b>1. Scope of Work:</b></p> <ol style="list-style-type: none"><li>1. The successful for the design, manufacturing of bronze mementos, as per the specifications provided by IKM. The memento should reflect the significance of the Information Kerala Mission, be of superior quality, and have an aesthetic appeal appropriate for official presentations.</li><li>2. Manufacturing the memento using high-quality bronze.</li><li>3. Proper packaging to ensure safe delivery of the memento.</li><li>4. Timely delivery of the mementos to IKM's designated location.</li></ol> <p><b>2. Eligibility Criteria: The tender must fulfil the following eligibility requirements:</b></p> <ol style="list-style-type: none"><li>1. The bidder should be a registered entity with experience in designing and manufacturing bronze or metal mementos.</li><li>2. The bidder should have prior experience in delivering such items to governmental organizations, or large-scale institutions.</li><li>3. The bidder should possess the necessary licenses and certifications to operate in the field of memento manufacturing.</li></ol>
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### **3. Terms and Conditions:**

- The tender must be submitted in a sealed envelope with the subject “Tender for the Production of Memento (Bronze)” along with the Tender Reference Number.
- Bids must be submitted before the last date of submission as indicated in the tender notice
- The price quoted by the bidder must be inclusive of all taxes, duties, packaging, and delivery costs.

### **5. Vehicle rental**

#### Terms and Conditions:

1. The shall provide two (2) 18 seated mini buses for the transportation of IKM employees to the inauguration venue on 10 April 2025.
2. The buses should be of a sufficient standard, safe, and comfortable for the transportation of the employees.
3. The buses should be air-conditioned and well-maintained, with functioning safety features (seatbelts, fire extinguishers, etc.).
4. Each bus should have a qualified and licensed driver who is knowledgeable of the route and able to follow safety regulations.
5. Buses are required to pick up IKM employees from designated points (to be provided by IKM).
6. Buses should transport employees to the inauguration venue and back to the original pickup location after the event.
7. The exact timings of the pickup and drop-off will be closer to the event date.
8. The buses should be modern, in good working condition, and presentable.
9. The buses should have appropriate clean seating, should be equipped with a first-aid kit.
10. The pricing should clearly outline the cost for the rental of two (2) 18 seated mini buses, including any additional costs such as overtime or extended hours.
11. The rental service should cover a half day, including both the transportation to the venue and the return journey after the event.
12. The buses should be adequately insured, and the operator should provide proof of insurance coverage.
13. The operator must also ensure that all safety measures are in place for the safety of passengers and drivers.



14. Drivers must be licensed and have a minimum of 3 years of experience in driving passenger vehicles, Drivers must be professional, courteous, and well-groomed.
15. Drivers should have knowledge of emergency procedures and customer service skills.
16. Buses and drivers must comply with all traffic laws and regulations during the transportation process.
17. IKM reserves the right to cancel the tender or the service at any time before the event, with reasonable notice, in case of unforeseen circumstances.
18. The bidder must notify IKM of any changes to the availability of the buses or drivers as soon as possible.

## **6. Invitation of Applications for Tag & Notice Printing for the State-Level Inauguration of K-Smart Application Deployment**

### Terms and Conditions:

1. Only registered printing agencies/firms with a proven track record of delivering high-quality printing services are eligible to apply.
2. The selected firm will be responsible for the design, printing, and delivery of tags to be used at the event. The tags should include the following:
3. Event Logo, Participant Name, Designation (where applicable), Other relevant details (to be provided by the IKM). Design Specifications, Notice matter
4. The tags must be of professional quality, printed on durable material, with clear, readable text.
5. The design and layout should align with the event theme and branding provided by IKM.
6. All tags should be color-coded based on the category of attendees (e.g., speakers, VIP, Guest, Officials, participants, staff, etc.).
7. An estimated number of tags will be provided closer to the event date. However, vendors must be prepared to print a minimum of 2000 tags, notice-500
8. The tags & Notice must be delivered to the Information Kerala Mission, Public office, Thiruvananthapuram at least 10 days before the event date, i.e., by 31st march 2025.
9. Interested agencies must submit their applications, including a detailed quotation for printing, design, and delivery of the tags.

10. The application should also include previous work samples or references from similar events or clients.
11. The selected agency will be compensated as per the mutually agreed terms and conditions. Payment will be made upon successful completion of the task and delivery of the tags & Notice
12. Agencies will be selected based on the following criteria:
  - Quality and professionalism of the previous work.
  - Competitive pricing.
  - Timely delivery capability

**7. For the state-level inauguration of the K-Smart application deployment, here are the suggested Terms and Conditions for distributing mid-day food to 2,000 people:**

**Terms and Conditions for Distribution of Mid-Day Food**

1. The contractor or service provider must be a registered entity with relevant licenses to provide catering and food services.
2. Food items : Chicken Biryani/ Veg Biryani+ salad+ pickle+ drinking water
3. Previous experience in catering for large events (preferably 2,000+ people) will be an advantage.
4. The service provider will be required to supply mid-day food for 2,000 people.
5. The food should be balanced, nutritious, and meet dietary requirements for a large and diverse group. Any special dietary requests should be taken into account, and separate arrangements should be made if necessary.
6. Food must be delivered on-site at Uday Palace Convention Centre, Thiruvananthapuram at least 2 hours before the event starts, ensuring sufficient time for distribution.
7. The exact timing will be communicated after the final selection of the service provider.
8. The service provider should ensure hot and fresh meals are provided, with necessary heating options for transportation if applicable.
9. Food should be packaged in hygienic, eco-friendly materials. Single-use plastic should be avoided.

10. The food should be served in a manner that ensures safety and cleanliness for all attendees.
11. The service provider should supply necessary serving staff for meal distribution during the event. The staff must adhere to proper hygiene and safety protocols.
12. The service provider must adhere to all applicable food safety guidelines and health regulations.
13. The food must be prepared in a hygienic environment, and staff involved in food preparation and distribution must be properly trained in food safety.
14. All ingredients used in the preparation of the food should be fresh and safe for consumption.
15. Payments will be made upon successful completion of the food distribution, after confirmation of satisfactory delivery and quality of service.
16. The service provider will be paid an agreed-upon amount as per the signed contract or tender conditions.
17. The service provider will be fully responsible for any foodborne illness, contamination, or health issues arising due to negligence.
18. The event organizers will not be held liable for any damages or issues related to the meal service.
19. The service provider must submit required documentation, including health and safety certificates, food licenses, and proof of previous event catering experience.
20. Any subcontracting for meal preparation or service will need prior approval from the event organizers.
21. In the event of cancellation due to unforeseen circumstances, the event organizers reserve the right to cancel or reschedule the meal service.
22. The service provider will not be held liable for failure to deliver due to force majeure events such as natural disasters, pandemics, or government restrictions.

## **8. Videography and Photography Services**

### **1. Terms and Conditions**

- 1.1 This tender is for providing videography and photography services for the K-SMART Software Rural Launch.
- 1.2. The event must be professionally covered to meet the following deliverables:
  - High-quality video production for social media platforms.
  - Full event recording using a multi-camera setup.

- Live feed suitable for TV screens for outdoor display.
- Comprehensive photography covering the program and candid moments.

1.3. Only experienced and qualified vendors specializing in event videography and photography will be considered.

## **2. Scope of Work**

### **2.1. Videography Requirements:**

- Multi-camera setup to capture the event from multiple angles.
- Real-time streaming and provision of a live feed to outdoor TV displays.
- High-definition video editing, including title cards, subtitles, and transitions for online publishing.

### **Deliverables:**

- Full event video (HD and 4K formats).
- Highlight reel (3–5 minutes) for social media platforms.

### **2.2. Photography Requirements:**

- Coverage of the entire event, including key moments and dignitaries.
- Candid photography capturing informal interactions and behind-the-scenes moments.
- Delivery of edited high-resolution images in digital format.

### **2.3. Additional Requirements:**

- High-quality synchronized sound recording.
- Provision of all raw footage and unedited images along with the final deliverables.

## **3. Eligibility Criteria**

3.1. The bidder must be a registered entity with valid GST registration and PAN number.

3.2. The bidder must have a minimum of three (3) years of experience in event videography and photography, with a portfolio of similar assignments.

3.3. Bidders must submit:

- A company profile and credentials.
- Examples of previous work, especially covering events of similar scale.
- References from past clients.

3.4. The bidder must not have been blacklisted by any government or private organization.

## **4. Submission Requirements**

4.1. The bid must include:

- **Technical Proposal:**
- Understanding of the scope and approach to delivering the project.
- Details of the equipment to be used (cameras, lenses, audio equipment, etc.).
- Timeline for post-event deliverables.
- **Financial Proposal:**
  - Detailed cost breakdown for videography and photography services, including taxes.
  - Additional costs for any optional services (if applicable).

4.2. Bids must be submitted in sealed envelopes before **24.03.2025**. Late submissions will not be entertained.

## **5. Evaluation Criteria**

5.1. Bids will be evaluated based on:

- Technical Evaluation
- Quality of previous work.
- Approach and understanding of project requirements.
- Proposed equipment and team capabilities.
- Financial Evaluation

Cost-effectiveness and adherence to budget constraints.

## **6. Payment Terms**

6.1. Payments will be made in the following stages:

- 40% after successful coverage of the event.
- 60% upon delivery of all finalized outputs.

6.2. Taxes will be deducted at source as per government regulations.

## **7. Timelines**

7.1. **Event Coverage:** Full videography and photography coverage on the event day.

7.2. **Post-Event Deliverables:**

- Edited videos and images to be submitted within **five (5) days** of the event.
- Highlight video for social media within **two (2) days** of the event.

## **8. Intellectual Property Rights**

8.1. All deliverables, including raw footage, edited videos, and images, will be the exclusive property of IKM.

8.2. The service provider shall not use or share the content without prior written approval from IKM.

## **9. Confidentiality**

9.1. The vendor must maintain confidentiality of all content and information related to the event.

9.2. Any breach of confidentiality will result in contract termination and possible legal action.

## **10. Penalties for Non-Compliance**

10.1. Delays in deliverables beyond the agreed timeline without prior approval will attract a penalty of **2% of the contract value per day, up to a maximum of 10%**.

10.2. Substandard or incomplete work will result in deductions from the final payment or cancellation of the contract.

## **11. Termination Clause**

11.1. IKM reserves the right to terminate the contract in the following scenarios:

- Non-compliance with the terms and conditions.
- Failure to deliver satisfactory work.
- Delay in service delivery without valid justification.

## **12. Dispute Resolution**

12.1. Any disputes arising from this tender will be resolved amicably through mutual discussions.

12.2. If unresolved, disputes will be subject to arbitration under the jurisdiction of courts in **Thiruvananthapuram**.

## **13. Additional Conditions**

13.1. IKM reserves the right to accept or reject any or all bids without providing reasons.

13.2. Amendments, if any, to the tender document will be communicated to all bidders.

13.3. Submission of the bid implies acceptance of all terms and conditions stated herein.