



Information Kerala Mission

Public Office Complex Thiruvananthapuram

Pincode - 695033 GSTIN : 32AAAA15509H2Z0

Phone number : 471-2773100 Email : mail.ikm@kerala.gov.in

File Number: 3952-P1-2025-IKM

Date : 10-10-2025

Notice

Subject: Invitation for Expression of Interest (EoI) for Selection of Agencies for Marketing Skill Sets and Consultancy Services for IKM – Reg.

Information Kerala Mission (IKM) invites Expressions of Interest from eligible agencies for marketing skill sets for IKM application software and providing consultancy services including software development, customization, training, operations, and maintenance. Interested agencies may submit their proposals as per the terms and conditions in the EoI document. EoI document may be downloaded from the Information Kerala Mission website www.ikm.gov.in.

Item/Service	Last date / time of submission of EoI form	Date/ time of opening EoI
Expression of Interest for the Selection of Agencies for Marketing the Application Software and Consultancy	31/10/2025, 05 PM	03/11/2025, 11 AM

Principal Secretary/Chief Mission
Director/Executive Director(i/C)

To

All Prospective Agencies

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Enclosure

1. EoI

10 October 2025



**Expression of Interest for the Selection of Agencies for
Marketing the Application Software and Consultancy
(including Software Development, Customization, Training,
Operation & Maintenance etc.) skill sets of the Information
Kerala Mission (IKM)**

EOI Ref No:3952-P1-2025- IKM

October 2025

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Disclaimer

The information contained in this EOI or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is issued by The Chief Mission Director/ Executive Director, Information Kerala Mission (IKM). This EOI is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Bid, pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to procurement of the services for IKM. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise of any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, and rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in

this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this selection process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI. The issue of this EOI does not imply that the Authority is bound to select an Applicant or Applicants, as the case may be, for the implementation of IKM and the Authority reserves the right to reject all or any of the Proposals without assigning any reason whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Bid, regardless of the conduct or outcome of the selection process.

Glossary of Terms

Abbreviation	Description
IKM	Information Kerala Mission
K-SMART	Kerala Solutions for Managing Administrative Reformation and Transformation
BG	Bank Guarantee
BoQ	Bill of Quantity
DD	Demand Draft
EMD	Earnest Money Deposit
GoI	Government of India
GoK	Government of Kerala
LoI	Letter of Intent
MoU	Memorandum of Understanding
NDA	Non-Disclosure Agreement
NIT	Notice Inviting EOI
PBH	Primary Business Hour
EOI	Request for Proposal
AI	Artificial Intelligence
SLA	Service Level Agreement
SoR	Schedule of Requirement
ICT	Information Communication Technology
ILGMS	Integrated Local Government Management System
CRM	Customer Relationship Management
ERP	Enterprise Resource Planning
AR	Augmented Reality
VR	Virtual Reality
EOI	Expression of Interest

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1. Definitions

#	Term	Definition
1.	Agreement/ Contract	The Agreement entered between Authority and the Successful Bidder including all attachments, schedules, annexure thereto and all documents incorporated by reference therein and all amendments, corrigendum/corrigenda, changes there to
2.	Client/ Authority	Information Kerala Mission represented by its Chief Mission Director/ Executive Director
3.	Bidder	The use of the term "Bidder" in the EOI means the agency responding to this EOI
4.	Bid/Proposal	Offer by the Bidder to fulfill the requirement of the Client/Authority under the EOI/Contract for an agreed price. It shall be a comprehensive technical and commercial response to the EOI
5.	Breach	A breach by Bidder of any of its obligations under this Agreement
6.	Confidential Information	All information including Authority's data (whether in written, oral, electronic or other format) which relates to the technical, financial and business affairs, dealers, suppliers, products, developments, operations, processes, data, trade secrets, design rights, know-how, plans, budgets and personnel of each department and its affiliates which is disclosed to or otherwise learned by the other Party in the course of or in connection with this Agreement (including without limitation such information received during negotiations, location visits and meetings in connection with this Agreement);

8.	Deliverables of the Concerned appointee	Services agreed to be delivered by the Bidder in pursuance of the agreement as defined more elaborately in the EOI and includes all related documents like manuals inter alia payment and/or process related etc., source code and all its modifications;
10.	Intellectual Property Rights	All rights in written designs and copyrights, moral rights, rights in databases and Bespoke Software / Pre-existing work including its up-gradation systems and compilation rights (whether or not any of these are registered and including application for registration);
11.	Month/ Week	The Month shall mean calendar month C Week shall mean calendar week;
12.	Parties	Shall mean Authority and Bidder for the purposes of this Agreement and " Party " shall be interpreted; accordingly,
13.	Performance - e Security	Unconditional guarantee provided by the Bidder from a Scheduled Commercial Bank/Nationalized Bank in favour of the Authority for 3% of the total Contract value;
16.	Request for Proposal/ EOI Document	Written solicitation that conveys to the Bidder, requirements for services that the Authority intends to avail/ implement;
17.	Service Level	The level of service and other performance criteria which will apply to the Services delivered by the Bidder, executed as part of the Service Agreement;
1G.	Successful Bidder	The Bidder who is qualified C successful in the bidding process and awarded the Contract and will be referred to as Consultant or Successful Bidder

10.	Intellectual Property Rights	All rights in written designs and copyrights, moral rights, rights in databases and Bespoke Software / Pre-existing work including its up-gradation systems and compilation rights (whether or not any of these are registered and including application for registration);
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2. Bidding Data Sheet

Notice Inviting EOI		
1.	Name of the EOI Inviting Authority	Information Kerala Mission (IKM)
2.	Officer - EOI Inviting Authority	Chief Mission Director/ Executive Director, IKM.
3.	Name of the EOI	EOI for the Selection of Marketing Agency for IKM
4.	EOI Reference Number	EOI No.3952-P1-2025-IKM
5.	EOI Type	Open
6.	EOI Category	Services
7.	Publication of EOI Document	Information Kerala Mission Website https://ikm.gov.in
8.	Contact Person	Mrs. Timple Magi PS, Controller of Administration, IKM e-mail: controller.ikm@kerala.gov.in
9.	Address	Information Kerala Mission, Public Office Complex, Public Office PO, Thiruvananthapuram, Kerala 695033
10.	Contact No.	0471 2773100, Mobile No. 9497366416
11.	E-Mail ID, for any clarifications	mail.ikm@kerala.gov.in
12.	Pre-bid Meeting	24/10/2025
13.	Pre-Bid Meeting Venue	Information Kerala Mission, Public Office Complex, Public Office PO, Thiruvananthapuram, Kerala 695033
14.	Procedure for Bid Submission	EoI under two sealed cover

15.	Last Date of Submission of Bids	Time: 17:00 Hrs; Date : 31/10/2025
17.	Opening of Bids	At 11:00 Hrs on 03/11/2025
18.	Validity of the Bid	1 year from the date of opening of price EoI
19.	Contract period	Three years. Extendable on mutual terms as per the project requirement
20.	Terms & Conditions	As per the EOI document

Note:

Please visit <https://ikm.gov.in> for further details regarding the EOI process.

All the notification/details and terms and conditions regarding this EOI notice hereafter will be published <https://ikm.gov.in> All the clarifications / corrigendum to the queries will be published on the above said websites.

3. IKM Software and Functionalities**Table No.1**

Sl.No	Software	Purpose	Functionality	Benefits
1.	K-SMART	A next-generation integrated e-governance platform	<ul style="list-style-type: none">Provides a single digital platform for all major functions of LSGIs – planning, finance, revenue, licensing, service delivery, pensions, and HR management.Offers citizen-facing online services (birth/death/marriage)	<ul style="list-style-type: none">Brings all citizen services under one umbrella platform.Enhances efficiency, transparency, and accountability in local governance.

			<p>certificates, tax payments, licenses, welfare pensions, etc.).</p> <ul style="list-style-type: none"> • Supports online applications, tracking, and grievance redressal. • Ensures inter-departmental integration and seamless data flow. • Provides real-time dashboards and reports for administrators and policymakers. • Integrated with digital payment gateways, Aadhaar, and state/national registries 	<ul style="list-style-type: none"> • Reduces duplication of work and improves ease of access for citizens. • Strengthens decision-making through real-time data and analytics. • Ensures scalability and sustainability by modernizing legacy applications
2.	K-Suite	K-SUITE aims to provide a secure, integrated, and user-friendly digital platform	<ul style="list-style-type: none"> • Services available online • Secure OTP login facility • Front office management • Finance module integrated 	<ul style="list-style-type: none"> • Ensures convenience through online services and mobile version • Provides high security with OTP login,

			<ul style="list-style-type: none"> • Direct beneficiary amount transfer • Meeting management integrated • Aadhaar integrated • SMS/WhatsApp services • ePOS collection facility • SPARK/GSPARK integration • Digital signature/e-Sign included • Integrated with GIS • Easy salary process • Customized financial report generation • Master settings configuration • Online complaint facility • Mobile version available • File tracking facility • Secure data storage facility • Audit module integrated 	<p>Aadhaar integration, digital signatures, and secure data storage</p> <ul style="list-style-type: none"> • Improves administrative efficiency with integrated front office, meeting management, and file dashboard facilities • Enables seamless financial management with salary processing, direct beneficiary transfers, audit module, and annual financial statements • Enhances decision-making through
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			<ul style="list-style-type: none"> • File dashboard facility • File process management (drafting, linking, merging, pulling, parking, etc.) • Annual financial statement generation • File-related customized report generation 	<p>customized and comprehensive financial/file reports</p> <ul style="list-style-type: none"> • Promotes paperless office operations and faster file movement • Strengthens citizen service delivery via online complaint facilities and SMS/WhatsApp notifications • Facilitates interoperability with SPARK/GSPARK, GIS, and other external systems • Saves time and resources with automation of drafting, linking, and processing of files
3.	Harithamithram App	The Harithamithram App is a digital	<ul style="list-style-type: none"> • Haritha Karma Sena (HKS) Workers: Can 	<ul style="list-style-type: none"> • For Citizens: Easy access to services,

		platform for eco-friendly waste management, ensuring efficient collection, monitoring, and citizen participation.	<p>update real-time service and collection details, remit user fees, and manage pending services.</p> <ul style="list-style-type: none"> • Local Bodies: Can monitor daily operations such as service and collection using dashboards, generate reports, manage workforce performance, and plan waste management infrastructure effectively. • District-Level Officials: Can monitor service and collection across local bodies using dashboards, evaluate performance, and identify low-performing areas for corrective action. • Government: Can identify and address gaps in waste management, ensuring proper actions and continuous improvements. 	<p>transparent fee collection, secure digital payments, quick grievance redressal, and promotion of waste segregation at source.</p> <ul style="list-style-type: none"> • For HKS Workers: Simplified tracking of customer data, digital records of work and payments, and proper recognition of their efforts. • For Local Bodies & Government: Centralized monitoring, improved efficiency, reduced leakages, data-driven planning, and strong support for sustainable waste management goals.
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			<ul style="list-style-type: none"> • Citizens: Can track service and collection status, make digital payments, raise complaints, and actively participate in waste management. 	
4.	KEFT (Kerala Fund Transfer) software	Direct Beneficiary Transfer (DBT) in Kerala's Local Self Government Institutions (LSGIs), ensuring funds reach the rightful beneficiaries securely and transparently.	<ul style="list-style-type: none"> • Online Bill/Application Submission – Beneficiaries can submit bills and applications digitally without visiting LSGI offices. • Direct Bank Credit – Payments are credited directly to the beneficiary's bank account. • Bank Integration in K-SMART – Enables payments without logging into external bank websites. • Real-Time Reconciliation – Automatic verification of transactions prevents 	<ul style="list-style-type: none"> • Ensures payments go directly to the genuine beneficiary. • Prevents corruption and financial malpractice through transparency. • Reduces workload of LSGI staff by automating payment processes. • Saves time and effort for citizens by avoiding office visits.

			<p>financial irregularities.</p> <ul style="list-style-type: none"> • Paperless Transactions – Eliminates the need for physical document storage. 	<ul style="list-style-type: none"> • Enhances accountability with real-time reconciliation and digital records.
5.	RTI Portal	To provide a transparent, digital platform for citizens to submit and track Right to Information (RTI) applications	<ul style="list-style-type: none"> • Public User Management: Facility to create and manage public user accounts for secure login. • RTI Submission: Registered users can submit RTI requests online through their login. • Institutional Processing: Staff logins allow institutional authorities to view, process, and reply to submitted RTIs. • Online Reply: Institutions can provide official replies directly through the portal. • Payment Integration: Facility to raise payment 	<ul style="list-style-type: none"> • Convenient online submission and tracking of RTI requests. • Transparency in process and quicker communication. • Secure online payment option without visiting the institution physically. • Reduced paperwork and manual effort. • Efficient workflow management for handling RTIs. • Centralized record-keeping

			<p>requests for additional fees and allow users to pay securely via integrated online payment gateway.</p> <ul style="list-style-type: none"> • Notifications: System-generated alerts to inform users about additional payments or status updates. 	<p>and faster response time.</p> <ul style="list-style-type: none"> • Promotes transparency, accountability, and trust between citizens and institutions. • Ensures compliance with RTI Act requirements in a streamlined and digital manner.
6.	IKM Payment gateway	To provide a unified payment gateway that connects multiple acquiring banks and payment methods under one system	<ul style="list-style-type: none"> • IKMPG-API: <ul style="list-style-type: none"> • Acts as a bridge between acquiring banks and integrated applications. • Handles secure communication, transaction initiation, and response validation. • IKMPG-MIS: <ul style="list-style-type: none"> • Provides a comprehensive dashboard for 	<ul style="list-style-type: none"> • Centralized system to manage payments across multiple banks and services. • Transparent monitoring of each transaction, reducing reconciliation issues. • Secure, standardized API for easier integration with

			<p>transaction monitoring.</p> <ul style="list-style-type: none"> • Displays details of every transaction, including status, payment method, and settlement information. • Login Facilities: <ul style="list-style-type: none"> • Client Application Wise Login – Enables each integrated application to view and track its own transactions. • LB Wise Login – Allows Local Bodies to monitor transactions relevant to them. • Integration Support: <ul style="list-style-type: none"> • Deployed and integrated with external agencies such as ROW, IT Mission, and Welfare Boards, enabling wider service coverage. 	<p>different applications.</p> <ul style="list-style-type: none"> • Multiple payment methods under one platform. • Reliable and real-time confirmation of payments. • More convenience and trust in digital services. • Promotes digital governance and financial transparency. • Improves efficiency, reduces operational complexity, and ensures scalability
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7.	Online Transfer software	<p>The LSGD Integrated General Transfer Application streamlines staff transfers by ensuring transparency, rule compliance, and efficiency. It automates transfers, promotions, and related processes while integrating service records for smooth staff movement.</p>	<ul style="list-style-type: none"> • Incumbency Details – Records staff service history, including <i>Good Service Entry</i> and <i>Disciplinary Action</i> details. • Relieving and Joining Process – Generates official proceedings and joining certificates automatically. • Promotion / Erratum Transfer Management – Enables publishing of promotions, erratum transfer orders, and associated relieving/joining workflows. • Vacancy Allotment – Assigns employees to remaining and newly emerged vacancies as per the Q-list after completion of the main transfer list. • Higher Option Posting – Provides facility to post employees based on 	<ul style="list-style-type: none"> • Comprehensive Transfer Management – Covers general transfers, promotions, erratum cases, and appeals in one system. • Transparency & Fairness – Considers service records and disciplinary actions for justifiable transfer decisions. • Automated Processes – Reduces manual workload by auto-generating proceedings, orders, and certificates. • Efficient Vacancy Utilization – Ensures optimal staffing through systematic allotment of
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			<p>higher preference options.</p> <ul style="list-style-type: none">• Government Appeal Workflow – Allows submission and processing of appeals related to the final transfer list.• Publishment, Relief and Joining of Erratum Transfer Orders – Streamlines issuing, relieving, and joining processes for correctional (erratum) transfers.	<p>remaining and new vacancies.</p> <ul style="list-style-type: none">• Employee-Centric Approach – Accommodates higher option postings and government appeal mechanisms for fairness.• Improved Governance – Enhances oversight for authorities with structured workflows and accurate digital records.• Error-Free Execution – Handles erratum transfers smoothly with complete publish, relieve, and join workflows.
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8.	ILGMS	ERP-based e-Governance platform that streamlines LSGI functions in Kerala, enabling efficient, transparent, and citizen-friendly service delivery	<ul style="list-style-type: none">• Workflow & File Management – Integrated handling of applications, grievances, and official files.• Meeting Management – Digital management of Grama Sabha, Standing Committees, and Council meetings (agenda, minutes, decisions).• Citizen Services – Online applications for certificates, registrations (birth, death, marriage), permits, licenses, and pensions.• Digital Repository – Secure storage of applications, documents, and certificates with reuse options.• Grievance Redressal & Appeals – Mechanism for lodging complaints,	<ul style="list-style-type: none">• Single-window access to multiple government services.• Time-bound and transparent service delivery with tracking.• Reduced office visits through e-filing and digital certificates.• Easy grievance lodging and appeal mechanisms.• Access to meeting decisions, governance information, and alerts• Standardized office processes and workflows.• Better resource utilization and HR management.• Efficient financial and record management.
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			<p>appeals, and citizen feedback.</p> <ul style="list-style-type: none"> • HR & Establishment Management – Automation of leave, pension, service records, and employee management. • Finance & Accounting – Integrated system for payments, receipts, demand collection, and accounting. • Communication & Collaboration Tools – Email, SMS, video/voice conferencing, notifications. • Emergency & Disaster Alerts – Platform for quick alerts and coordination with authorities. • Knowledge & Learning System – Access to rules, laws, guidelines, and training resources. 	<ul style="list-style-type: none"> • Reduced duplication of work through integrated modules. • Real-time monitoring of service performance and accountability. • State-wide uniform e-Governance model across LSGIs. • Real-time data and analytics for decision-making. • Improved transparency, accountability, and efficiency. • Strengthened decentralization while ensuring administrative control. • Reduced manpower dependency with
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				process automation.
9.	Sanketham	Single-window clearance system for building permits and related approvals in	<ul style="list-style-type: none">• Facilitates online submission of building permit applications by citizens/architects.• Enables digital scrutiny of building plans as per Kerala Municipality Building Rules (KMBR) and Kerala Panchayat Building Rules (KPBR).• Automates approval process for building permits, occupancy certificates, and other related services.• Provides status tracking for applicants, ensuring transparency.• Reduces delays and ensures standardized enforcement of building rules across all local bodies.	<ul style="list-style-type: none">• Citizen-friendly, time-saving, and transparent system.• Reduces corruption and manual errors in plan approvals.• Strengthens urban governance through effective monitoring of construction activities.

			<ul style="list-style-type: none"> • Integrated with GIS and CAD systems to verify building plans. 	
10.	Sulekha	Software for plan formulation, approval, and monitoring of projects	<ul style="list-style-type: none"> • Helps LSGIs prepare annual plans in line with government guidelines. • Facilitates vetting, approval, and monitoring of development projects. • Ensures that projects are aligned with sectoral allocations and policy priorities. • Provides online submission and consolidation of plan documents. • Generates reports for decision-making, evaluation, and transparency. 	<ul style="list-style-type: none"> • Streamlines the entire planning process at the local level. • Promotes participatory planning by ensuring community inputs are included. • Improves transparency and accountability in fund utilization. • Enables real-time monitoring of project implementation
11.	Saankhya	Comprehensive double-entry accrual-based accounting software	<ul style="list-style-type: none"> • Records all financial transactions of LSGIs in compliance with modern accounting principles. 	<ul style="list-style-type: none"> • Standardizes accounting practices across all Panchayats, Municipalities,

			<ul style="list-style-type: none"> • Automates budget preparation, monitoring, and control. • Generates receipts, payments, income & expenditure statements, and balance sheets. • Provides real-time financial position of local bodies for better decision-making. • Ensures transparency and accountability in fund management. 	<p>and Corporations.</p> <ul style="list-style-type: none"> • Minimizes errors and enhances financial discipline. • Facilitates timely audits and financial reviews. • Strengthens decentralized financial management and public trust.
12.	Sthapana	Establishment and Service Management Software	<ul style="list-style-type: none"> • Facilitates pay fixation and service history tracking. • Provides data for payroll generation • Generates reports required for administration and audits. 	<ul style="list-style-type: none"> • Ensures accuracy, transparency, and easy retrieval of employee information. • Reduces administrative workload in HR management. • Helps in timely pay revisions, retirement

				benefits, and manpower planning.
13.	Soochika	File and correspondence management system	<ul style="list-style-type: none">• Digitizes inward and outward correspondence of local bodies.• Tracks the movement of files within and between offices.• Generates unique file numbers for easy retrieval and monitoring.• Provides search and indexing facilities for quick access to records.• Enables officials to monitor the status and location of files in real time.	<ul style="list-style-type: none">• Brings efficiency and transparency to office administration.• Reduces delays in file processing.• Minimizes the chances of lost or misplaced files.• Provides a clear audit trail of decisions and actions.
14.	Sevana CR	Birth, Death, Marriage (Marriages under Hindu Marriage Act, Marriages under Common	<ul style="list-style-type: none">• Manages birth, death, and marriage registrations as per statutory rules.	<ul style="list-style-type: none">• Simplifies access to vital citizen services.• Ensures speed, accuracy, and

		Marriage Act) Registration and related functions	<ul style="list-style-type: none"> • Provides digitally signed certificates to citizens. • Integrated with state and national registries for data sharing. • Enables online application, verification, and certificate download. 	<p>transparency in service delivery.</p> <ul style="list-style-type: none"> • Reduces manual errors and delays in issuing certificates and pensions. • Enhances citizen satisfaction and trust in local governance.
15.	Sevana Pension	Software system for managing and disbursing social security and welfare pensions	<ul style="list-style-type: none"> • Maintains a comprehensive database of beneficiaries (old age, widow, disabled, agricultural workers, unmarried women, etc.). • Automates pension sanctioning, revision, and disbursement. • Facilitates electronic fund transfer directly to beneficiaries' bank accounts or through cooperative banks. 	<ul style="list-style-type: none"> • Ensures timely and transparent disbursement of pensions. • Eliminates duplication and prevents fraudulent claims. • Simplifies the process for beneficiaries, reducing their visits to offices. • Strengthens accountability and financial discipline in

			<ul style="list-style-type: none"> • Tracks pension arrears, withdrawals, and fund utilization. • Generates reports for monitoring and auditing. 	welfare pension distribution.
16.	Sakarma	Software for digitizing and managing meetings	<ul style="list-style-type: none"> • Facilitates online preparation of agendas for council and committee meetings. • Records minutes and decisions of meetings in a structured format. • Tracks the implementation status of decisions taken in meetings. • Provides search and retrieval of past agendas, minutes, and resolutions. • Ensures that meetings comply with statutory procedures. 	<ul style="list-style-type: none"> • Enhances transparency and accountability in decision-making. • Reduces paperwork and ensures systematic record-keeping. • Speeds up the process of agenda circulation and approval. • Strengthens follow-up and monitoring of meeting decisions.
17.	Sanchaya	Comprehensive revenue and	<ul style="list-style-type: none"> • Manages assessment, billing, 	<ul style="list-style-type: none"> • Simplifies tax and revenue

		license management software	<p>and collection of property tax, profession tax, rent, license fees, and other revenues.</p> <ul style="list-style-type: none"> • Provides an online payment facility for citizens through the e-payment portal. • Automates demand, collection, and balance (DCB) registers. • Issues digital receipts for payments. • Maintains records of traders, establishments, and licenses. • Generates reports for revenue monitoring and auditing. 	<p>payment for citizens.</p> <ul style="list-style-type: none"> • Ensures accuracy, transparency, and efficiency in revenue administration. • Reduces manual errors and malpractices in revenue collection. • Enhances the own revenue generation capacity of LSGIs.
18.	KSMART Know Your Land Regulations App	Help Licensed Engineers in Kerala's Local Self-Government institutions easily identify, capture,	<ul style="list-style-type: none"> • Satellite map with detailed imagery for land navigation • Plot creation and editing with touch-based tools 	<ul style="list-style-type: none"> • Simplifies and speeds up plot data collection • Ensures accuracy through GPS-

		and manage plot regulations	<ul style="list-style-type: none"> • Attribute entry for ownership, land use, and regulations • Real-time location integration with plots • Secure submission of collected and edited data 	<p>based location mapping</p> <ul style="list-style-type: none"> • Reduces errors with user-friendly editing tools • Enhances efficiency in land regulation compliance • Protects sensitive information with secure data handling
19.	Nilavu	NILAVU software digitizes the process of replacing filament street lights within local government limits, enabling LSG bodies to record details, raise demands to KSEB, and track installations. It also provides government-level reporting for effective monitoring and decision-making.	<ul style="list-style-type: none"> • Addition of Package Details – Record packages/projects related to streetlight replacement. • Demand Raising – Submit requests to KSEB for installation or replacement of street lights. • Acceptance/Return of Demand – KSEB can either accept or return the raised demand for 	<ul style="list-style-type: none"> • Transparency – Ensures clear communication and accountability between LSGs, KSEB, and government authorities. • Efficiency – Speeds up the process of streetlight replacement by digitizing demand

			<p>corrections or clarification.</p> <ul style="list-style-type: none"> • Verification by LSG Team – Local Self Government team verifies and confirms the completion of work after installation. • Dashboard – Provides real-time visibility of demands, approvals, installations, and overall project status. • Administrative Reporting – Generate and submit various reports at government level for monitoring and evaluation. 	<p>and approval workflows.</p> <ul style="list-style-type: none"> • Accuracy – Maintains structured data on streetlight numbers, posts, and areas, reducing duplication or errors. • Energy Savings – Facilitates systematic replacement of filament bulbs with energy-efficient alternatives. • Improved Governance – Provides government with consolidated reports for better planning, budgeting, and policy decisions. • Citizen Benefit – Ensures timely installation of improved street
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				lighting, enhancing public safety and community welfare.
20.	Mid day Meal	The Kerala Mid-Day Meal Program provides nutritious meals to school children, and a proposed software solution will help manage school details, stock, attendance, inspections, reporting, accounting, and administration more efficiently.	<ul style="list-style-type: none"> • Office & User Management – Managed office operations and user accounts for efficient administration of the Mid-Day Meal program. • School Profile Management – Maintained comprehensive school profiles, ensuring accurate and up-to-date information for effective program planning. • School Student Enrollment – Oversaw student enrollment processes to ensure all eligible 	<ul style="list-style-type: none"> • Ensures consistent nutrition for all enrolled students, improving overall health and growth. • Increases school attendance and reduces dropout rates by providing an incentive for students to attend school. • Enhances students' concentration, energy, and learning outcomes

			<p>children were registered for the Mid-Day Meal scheme.</p> <ul style="list-style-type: none"> • Beneficiary Management – Mid Day Meal – Monitored and managed the enrolment and participation of students in the Mid-Day Meal program to ensure proper coverage. • Beneficiary Management – Supplementary Nutrition Management – Administered supplementary nutrition programs, tracking beneficiaries and ensuring timely delivery of additional nutritional support. 	<p>during school hours.</p> <ul style="list-style-type: none"> • Promotes dietary diversity through inclusion of millets and supplementary nutrition. • Supports holistic child development by integrating health and nutrition programs. • Reduces malnutrition and anemia among school-aged children. • Encourages community participation and transparency
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			<ul style="list-style-type: none"> • Beneficiary Management – Breakfast Management – Coordinated the breakfast scheme for students, ensuring quality and regular provision. • Beneficiary Management – Millet – Implemented millet-based meals, promoting nutrition diversity and sustainable food practices among school children. • Daily Attendance – Tracked daily attendance of students to accurately assess Mid-Day Meal program reach and participation. • Food Menu Management – 	<p>through social audits.</p> <ul style="list-style-type: none"> • Ensures food safety, quality, and hygiene through regular inspections and quality checks. • Strengthens school infrastructure and kitchen management for efficient meal delivery. • Builds administrative efficiency in tracking beneficiaries, attendance, and stock management. • Fosters innovative practices in meal planning
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			<p>Designed, updated, and monitored school food menus to meet nutritional standards and state guidelines.</p> <ul style="list-style-type: none"> • Stock Management – Supervised inventory of food grains, ingredients, and supplies to ensure uninterrupted meal preparation. • Infrastructure – Assisted in the planning and maintenance of school kitchen and dining infrastructure for smooth Mid-Day Meal operations. • Quality Assurance – Conducted regular quality checks to ensure meals met hygiene and nutritional standards. 	<p>and program implementation.</p> <ul style="list-style-type: none"> • Improves grievance redressal, ensuring accountability and satisfaction among students and parents.
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			<ul style="list-style-type: none">• Health Program – Integrated health and nutrition initiatives alongside the Mid-Day Meal program, promoting student well-being.• Inspection – Coordinated inspections of schools and kitchens to ensure compliance with Mid-Day Meal guidelines and standards.• Complaint Registration – Managed the recording and resolution of complaints related to the Mid-Day Meal program efficiently.• Innovative Best Practices – Introduced innovative practices in meal	
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			<p>preparation, menu planning, and beneficiary engagement to enhance program effectiveness.</p> <ul style="list-style-type: none"> • Social Audit – Participated in social audits to ensure transparency, accountability, and community involvement in the Mid-Day Meal program. 	
21.	Scholarship	<p>The Norka Ravi Pillai Academic Excellence Scholarship aims to support meritorious students from Kerala by providing financial assistance to economically weaker but academically outstanding individuals for</p>	<ul style="list-style-type: none"> • Provide online forms to collect applications from students. • User creation and login management for public and official users, with OTP-based secure access. • Admin-level user for application settings such as list generation and official user creation. 	<ul style="list-style-type: none"> • Direct financial support for deserving students to continue their higher education. • A total of 1,500 scholarships are awarded: <ul style="list-style-type: none"> • 1,100 for Higher Secondary (HSS)

		pursuing higher education.	<ul style="list-style-type: none">• Secure storage of data using AWS.• Two-level verification process on the official side.• Automated generation of scholarship lists based on predefined criteria.• Status updates sent to applicants via Email and SMS.• Aadhaar-based unique identification for applicant verification	<ul style="list-style-type: none">• 200 for Undergraduate (UG)• 200 for Postgraduate (PG)• Separate quotas are reserved for NRI students and differently-abled students.
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4. Instructions to Bidders

Procurement of services for Information Kerala Mission

Chief Mission Director, Information Kerala Mission. invites bids from qualified agencies for marketing the different application software developed and successfully deployed by IKM, as illustrated in **Table No.1**

- Participating entities shall agree to adhere to the Terms and Conditions and Scope of Services mentioned in this EOI.
- All the terms and conditions are to be read jointly as mentioned in the website (<https://ikm.gov.in>) and in this document.
- The EOI document is available on the e-Procurement website of Government of Kerala <https://ikm.gov.in>

4.1 General

- While every effort has been made to provide comprehensive and accurate

background information, requirements and specifications, Bidders must form their own conclusions about the services required. Bidders and recipients of this EOI may wish to consult their own legal advisers in relation to this EOI.

- b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the Authority on the basis of this EOI.
- c) Authority may cancel this EOI at any time prior to a formal written contract being executed by or on behalf of the Authority.
- d) This EOI supersedes and replaces any previous public documentation and communications, and Bidders should place no reliance on such communications.

4.2 Due Diligence

Bidder is expected to examine all instructions forms, terms and specifications in the EOI Document. The Bid should be precise, complete and in the prescribed format as per the requirement of the EOI Document. Failure to furnish all information required by the EOI Document or submission of a bid not responsive to the EOI Document in every respect will be at the Bidder's risk and may result in rejection of the bid.

4.3 Cost of Bidding

Bidder shall bear all costs associated with the preparation and submission of its Bid and the Authority shall in no event be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

4.4 Language of the Bid

The bids prepared by the Bidder and all subsequent correspondence and documents relating to the Bids exchanged by the Bidder and the Authority shall be written in English language. Any printed literature furnished by the Bidder, written in another language, shall be accompanied by an accurate English translation, in which case, for purposes of interpretation of the Bid, the English translation shall govern.

4.5 Pre-Bid Meeting Clarifications

- a) The Authority will host a Pre-Bid meeting for queries (if any) by the prospective bidders. The purpose of the pre- bid meeting is to provide a forum to the bidders to clarify their doubts / seek clarification or additional information, necessary for them to submit their Bid. The Authority reserves the right to hold or re-schedule the Pre- Bid meeting.
- b) The meeting will be held on the date and venue as specified in Bidding Data Sheet. The representatives of the bidders (limited to two) may attend the pre-bid meeting at their own cost.
- c) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach the Authority by email (Excel File only) on or before last date for sending pre-bid queries mentioned in Bidding Data Sheet of this document by authorized representative of the Bidder with subject line: **"Pre- bid query – Marketing the Application Software and Consultancy (including Software Development, Customisation, Training, Operation & Maintenance etc.) skill sets of the Information Kerala Mission (IKM).**
- d) The queries should necessarily be submitted in the following format only by e-mail.

SI No	Page no.	Section No.	Content/ Clause of the EOI requiring clarification	Clarification Sought

- e) Queries submitted post the deadline mentioned in the website or which do not adhere to the above-mentioned format will not be responded to. The Authority shall not be responsible for ensuring that they have received the Bidder's queries.

4.6 Responses to Pre-Bid Queries and Issue of Corrigendum

- a) Authority shall provide timely response to the queries. However, Authority makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does Authority undertake to answer all the queries that have been posted by the Bidders.

- b) At any time prior to the last date for receipt of bids, Authority may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI document by a corrigendum.
- c) The Corrigendum (if any) clarifications to the queries from all bidders will be posted only on <https://ikm.gov.in>
- d) Any such corrigendum shall be deemed to be incorporated into this EOI. In each instance in which provisions of the Corrigenda contradict or are inconsistent/inapplicable with the provisions of the EOI Document, the provisions of the Corrigenda shall prevail and govern, and the contradicted or inconsistent/inapplicable provisions of the EOI shall be deemed amended accordingly.
- e) In order to provide prospective Bidders reasonable time for taking the corrigendum into account, Authority may, at its discretion, extend the last date for the receipt of Proposals.

4.7 Key Requirements of the Bid

4.7.1 Completeness of Response

- a) Bidders are advised to study all instructions, forms, terms, requirements, appendices, and other information in the EOI documents carefully. Online submission of the bid / proposal shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.
- b) Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
 - Comply with all requirements contained in this EOI;
 - Include all supporting documentations specified in this EOI;
 - All pages of the Bid must be numbered and duly signed by the Authorized Signatory accompanied by a power of attorney/Board Resolution.

4.7.2 Conditional bids by the bidders

The Bidder should abide by all terms and conditions specified in the EOI Document. Conditional offers shall be liable for dis-qualification.

4.7.3 Bid Validity Period

Bids shall be valid for a period as mentioned in the Bidding Data Sheet. A Bid valid for shorter period may be considered as non-responsive. In exceptional circumstances, at its discretion, Authority may solicit the Bidder's consent for an extension of the validity period. The request and the responses thereto shall be made in writing or email.

4.7.4 Variation of Quantity

Resources requirement mentioned in the EOI is only indicative/approximate. Authority reserves the right to increase or decrease this requirement as per project requirement from time to time. Payment shall be made against actual number of resources deployed at the quoted rate.

4.8 Local Conditions

- Each Bidder is expected to become fully acquainted with the local conditions and factors, which may affect the performance of the contract and /or the cost.
- The Bidder is expected to know all conditions and factors, which may have any effect on the execution of the contract after issue of Letter of Intent as described in the bidding document. Authority shall not entertain any request for clarification from the Bidder regarding such local conditions.
- It is the Bidder's responsibility that such factors have been properly investigated and considered before submitting the proposal. No claim, what so ever, including that for financial adjustment to the contract awarded under the bidding document will be entertained by the Authority. Neither any change in the time schedule of the contract nor any financial adjustments arising there-of shall be permitted by the Authority on account of failure of the Bidder to know the local laws / conditions.

4.9 Clarification of Bids

To assist in the scrutiny, evaluation and comparison of bids, Authority may, at its discretion, ask some or all Bidders for clarifications with regards to their Bid. The request for such clarifications and the response will necessarily be in writing (by letter/email).

Failure of a Bidder to submit additional information or clarification as sought by Authority within the prescribed period will be considered as a non-compliance and the Bid may be evaluated based on the limited information furnished along with the Bids.

4.10 Right to accept any Bid and reject any or all Bids

Authority reserves the right to accept or reject any Bid, and to annul the EOI process and reject all Bids at any time prior to award of contract, without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such action.

4.11 Signing of Contract

Subsequent to Authority notification to the Successful Bidder by way of a LOI, acceptance of the LOI and submission of the Performance Security, the Successful Bidder shall execute the Agreement with the Authority. Failure of the Successful Bidder to furnish the Performance Security or execute the agreement within the prescribed time shall cause the Bid Security of the Successful Bidder to be liquidated. In such event, the Authority may choose to negotiate with the next eligible Bidder. The Successful Bidder will be liable to indemnify the Authority for any additional cost or expense, incurred on account of failure of the Successful Bidder to execute the Agreement.

Notwithstanding anything to the contrary mentioned above, the Authority at its sole discretion shall have the right to extend the timelines for execution of Agreement on the request of the Successful Bidder, provided the same is bona fide.

4.12 Terms and conditions

Bidder is required to enter into a Master Service Agreement for all the terms and conditions (including project timelines) to be adhered by the Successful Bidder during Project implementation. The following documents shall be deemed to form and be read and constructed as part of the Agreement viz.:

- i. The Master Service Agreement confirmed by the Authority with the successful bidder.
- ii. The Letter of Intent.
- iii. The EOI;

- iv. The Proposal and any other documents submitted by the Bidder to the extent accepted by the Authority.

Please note that one needs to read the Master Service Agreement as a whole document; and the Annexures mentioned there-in may not correspond to the EOI Annexures. Please refer to the Interpretation Section of the Agreement for reference of the Annexures.

5 Evaluation Framework

5.1 Two Stage Bid System

- a) Complete bidding process will be in two stage –bid system. All the notification and details terms and conditions regarding, this EOI notice hereafter will be published online on the website <https://ikm.gov.in>
- b) Bidder should submit the bid as specified in the EOI Document through e-Procurement portal of Government of Kerala.
- c) The Authority reserves the right to accept or reject any or all the EOI without assigning any reason.
- d) Wherever a specific form is prescribed in the EOI document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form or additional sheets shall be used to convey the required information. For all other cases, the Bidder shall design a form to hold the required information.

The two stage-Bid to be submitted by the Bidder shall consist of the following:

Pre- Qualification n cum Technical Bid (Cover- 1)	<ul style="list-style-type: none">• The Bidder shall furnish, Technical Proposal, documents establishing the Pre-Qualification and Technical qualifications, documents supporting technical proposals, proof of registered office in India to perform the Contract.
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- The Technical Bid shall be prepared in accordance with the requirements specified in this EOI
- Technical Bid should be submitted along with a certified true copy of a board resolution/power of attorney empowering authorized signatory to sign/act/execute documents binding the Bidder organization to the terms and conditions detailed in this proposal.
- The Authorized signatory of the bidder shall sign on all the statements, documents, certificates uploaded by them, owning responsibility for their correctness/authenticity.
- **Technical Bid should not contain commercials of the Project, in either explicit or implicit form.**
- Conditional Technical Bid is liable for rejection.
- Technical bid shall contain the CV or resume of the individuals proposed for the constitution of the Consultancy.

5.2 Evaluation of Proposal

Initial Bid scrutiny will be held. Bid will be treated as non-responsive, if it is

- Not submitted in as specified in the EOI document.
- Received without the Letter of Authorization (Power-of-Attorney)
- Found with suppression of details.
- Without complete information, subjective, conditional offers and partial offers submitted.
- Submitted without the documents requested in the checklist.
- Have non-compliance of any of the clause stipulated in the EOI
- With lesser validity period.

The Bid document will be examined to determine whether the bidder meets the eligibility criteria, whether the proposal is complete in all respects, whether the documents have been properly signed and whether the bids are generally in order. Any bids found to be non-responsive for any reason or not meeting the minimum levels of the performance or eligibility criteria specified in various sections of this Bid Document will be rejected and will not be considered further.

5.3 Eligibility (Pre-Qualification) Criteria

The bidder must meet the eligibility criteria provided in this EOI. Bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the EOI document. The bidder must also possess the technical know-how, qualified resources would be required to successfully execute the services for consultant as described in this EOI document. The bidder must also have the skill to understand the project plan C requirements as approved by IKM.

The bids must be complete in all respect and should cover the entire scope of work as stipulated in the EOI document. The invitation to proposal is open to all bidders who qualify the pre-qualification criteria as given below:

SL No	Minimum Criteria	Supporting Documents
1	The Agency shall be a firm/ company/partnership firm/ proprietary ship/startup registered under the Indian Companies Act 1956/2013 in India or a Limited Liability Partnership Firm under Limited Liability Partnership Firm Act 2008 at the time of the bidding. Agency should have a registered number of, GST, Income Tax / Pan number. Agency	<ul style="list-style-type: none">• Certificate of Incorporation from Registrar of Companies (ROC) certificate for the Bidder.• PAN and GST Registration Certificate• Certificate from KSUM or any state Government startup agency / DPIIT

	should be in operation in India	(for startups)
2	The firm should be in the business of providing software business services at least 03 years as on 31.03.2025.	<ul style="list-style-type: none">• Certificate by Company Secretary
3	The Bidder should have an annual turnover of Rupees 25 Lakh in each of the last 3 consecutive Financial Years (FY 2022-23, 2023-24 & 2024-25) from only marketing Services rendered in India	<ul style="list-style-type: none">• Certificate by Company Secretary
4	The Bidder shall have experience of providing similar completed consultancy services to Central Govt./State Govt./PSUs/ Govt. bodies in India costing not less than Rs. 20 Lakh.	<ul style="list-style-type: none">• Copy of Work Order / Contract
5	The Marketing firm should have at least 05 full time marketing consultants on its pay rolls.	<ul style="list-style-type: none">• Certificate by name of the marketing consultants Statutory Auditor or Company Secretary

5.4 Rejection Criteria

Besides other conditions and terms highlighted in the EOI Document, bids may be rejected

under following circumstances:

5.4.1 General rejection criteria

- a) Conditional Bids;
- b) If the information provided by the Bidder is found to be incorrect / misleading / fraudulent at any stage / time during the EOI Process;
- c) Any effort on the part of a Bidder to influence the bid evaluation, bid comparison or contract award decisions; Bidder shall not approach Authority's officers from the time of the proposal opening till the time the Contract is awarded.
- d) Bids received after the prescribed time and date for receipt of bids;
- e) Bids without signature of person (s) duly authorized on required pages of the bid;
- f) Bids without power of attorney/ board resolution;
- g) Any other reasons mentioned in this EOI elsewhere.

5.4.2 Fraud and Corrupt Practices

- i. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process.
- ii. Notwithstanding anything to the contrary contained in this EOI, the Authority shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the — Prohibited Practices||) in the Selection Process. In such an event, the Authority shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the EOI, including consideration and evaluation of such Bidders Proposal.
- iii. Without prejudice to the rights of the Authority under Clause above and the rights and

remedies which the Authority may have under the LoI or the Agreement, if a Bidder or Systems Implementation Agency, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LoI or the execution of the Agreement, such Bidder shall not be eligible to participate in any EOI or EOI issued by the Authority during a period of < period, suggested 2 (two)

> years from the date such Bidder, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

- iv. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them.

"Corrupt practice" means

- a) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LoI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or
- b) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LoI or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LoI or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of the Authority in relation to any matter concerning the Project;

- **"fraudulent practice"** means a misrepresentation or omission of facts or disclosure

of incomplete facts, in order to influence the Selection Process;

- **“Coercive practice”** means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any persons participation or action in the Selection Process;

“Undesirable practice” means

- a) establishing contact with any person connected with or employed or engaged by Authority with the objective of canvassing,
- b) lobbying or in any manner influencing or attempting to influence the Selection Process; or
- c) having a Conflict of Interest; and

“Restrictive practice” means

Forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

5.4.3 Conflict of Interest

The Bidder shall not have a conflict of interest. All Bidders found to have a conflict of interest shall be disqualified. A Bidder may be considered to be in a conflict of interest with one or more parties in the bidding process if including but not limited to:

- a. they have controlling shareholders in common; or
- b. they receive or have received any direct or indirect subsidy from any of them; or
- c. they have the same legal representative for purposes of this bid; or
- d. they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to material information about or improperly influence the Bid of another Bidder, or influence the decisions of the Employer regarding this bidding process; or
- e. Bidder participates in more than one bid in this bidding process, either individually or as a partner in a joint venture/ consortium. This will result in the disqualification of all Bids in which it is involved.

6. Formats for Bid Submission

6.1 Format for Bid cover letter

(On Company Letter Head)

To,

The Chief Mission Director/ Executive Director
Information Kerala Mission
Public Office Complex,
Public Office PO,
Thiruvananthapuram, Kerala 695033

Sub: Submission of the response to the EOI No. <<EOI id>>.for the Selection of
Marketing Agency for Information Kerala Mission

We, the undersigned, offer to provide services for IKM in response to the request for proposal dated <insert date> and EOI reference no <> for **"selection of Marketing Agency for IKM"**. We are hereby submitting our proposal online, which includes the pre- qualification, technical bid and commercial bid.

We hereby declare that all the information and statements made in this technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our proposal is accepted, to initiate the implementation services related to the assignment not later than the date indicated in this EOI.

We agree to abide by all the terms and conditions of the EOI and related corrigendum(s)/ addendum(s). We would hold the terms of our bid valid for 3 months from the date of opening of the commercial bid as stipulated in the EOI.

We hereby declare that as per EOI requirement, we have not been black-listed/ debarred by any central/ state government and we are not the subject of legal proceedings for any of

the foregoing.

We understand you are not bound to accept any proposal you receive.

Signature of Bidder

Place:

Name

Date: