



Short Quotation Notice

Quotation No. KIED/SQN/2023/012

27-09-2023

Kerala Institute for Entrepreneurship Development (KIED), an autonomous body of Government of Kerala is inviting competitive quotations for the creation of multimedia content and social media management services for our upcoming events and programs. We are looking for experienced and creative content creators who can help us showcase our journey, services, and events effectively on various social media platforms, including Facebook, YouTube, Instagram, and LinkedIn.

Scope of Work:

Evolution of KIED - Video (1 Minute): We require a video that narrates the evolution of KIED, emphasizing its contribution to the empowerment of entrepreneurship and innovation. High-quality visuals should be included.

KIED Solutions - Video (2.5 Minutes): Create a video highlighting the solutions offered to entrepreneurs by KIED. This video should feature success stories, interviews with eminent personalities, and a compelling narrative. Portions of the video should be suitable for posting as reels and shorts.

Flagship Training Programs Introduction - Video (1.5 Minute): Develop a narrative video introducing the details of our new flagship training programs.

Post-Event Video: Compile a video using actual footage from our event day, including glimpses of the inaugural event, participants, stalls, and other activities on the same day.

Stall - EXHIBITORS Interviews Video: Record bytes from stalls and interviews with exhibitors (minimum 15 stalls) during the event.

Posters Designing: Design posters for Instagram, Facebook, and LinkedIn to promote our content and events.

Social Media Management: Provide rates for social media management services, including posting the above Posters and videos on KIED's social media handles with a target of 1.5 lakh impressions and 1 lakh reaches for a poster and 20,000 views for a video.

The envelope containing the quotation should bear the superscription "Quotations for the creation of multimedia content and social media management services" and should be addressed to **Chief Executive Officer and Executive Director, Kerala Institute for Entrepreneurship Development (KIED), Rockwell Road, HMT Colony P. O., Kalamassery, Ernakulam – 683503**. Quotationer shall submit the quotations on their own letter pads/papers. The last date and time for receipt of quotation is 04-10-2023 at 4.30 pm and the bid opening date will be 04-10-2023, 5.00 pm. Late quotations will not be accepted.

Terms and Conditions

1. The script for each content piece should be communicated in advance.
2. Financial proposals should include all costs related to video production, including shooting, editing, graphics, and anchor services.
3. All content should be delivered in HD format.
4. Written descriptions for each content piece should be provided for posting on social media channels.
5. Payment within 10 days from completion of work and submission of invoice.

We look forward to receiving your competitive quotations and working with a dynamic team to effectively promote KIED's mission and initiatives.

CEO & Executive Director,
KIED

Form I
Details of Applicant / Bidder

1.1	Name of the Firm / Organization / Individual	
1.2	Address of the Head Office	
1.3	Telephone / Mobile No.	
1.4	Email Address	
1.5	Name and Designation of the Authorized Representative of the Bidder to whom all the references shall be made	
1.6	Address, Phone, Fax and email of the Authorized Representative	
1.7	Licence No.	
1.8	GST Number	
1.9	PAN Card number	

Place :

Date :

Name & Signature of Authorized Representative

(Office Seal)

Form II

Financial Bid (In firm's letter head)

To,

CEO & Executive Director,
KIED, Kalamassery

Sir,

Sub : Creation of Multimedia Content and Social Media Management Services.

Sl. No.	Description	Required Numbers	Unit Rate (Rs) Excluding Taxes	Amount (Rs) Excluding taxes
1	Evolution of KIED - Video (1 Minute): We require a video that narrates the evolution of KIED, emphasizing its contribution to the empowerment of entrepreneurship and innovation. High-quality visuals should be included.	1		
2	KIED Solutions - Video (2.5 Minutes): Create a video highlighting the solutions offered to entrepreneurs by KIED. This video should feature success stories, interviews with eminent personalities, and a compelling narrative. Portions of the video should be suitable for posting as reels and shorts.	1		
3	Flagship Training Programs Introduction - Video (1.5 Minute): Develop a narrative video introducing the details of our new flagship training programs.	1		
4	Post-Event Video: Video (Duration - 2 Minutes) Compile a video using actual footage from our event day, including glimpses of the inaugural event, participants, stalls, and other activities on the same day.	1		
5	Stall - EXHIBITORS Interviews Video: Record bytes from stalls	1		

	and interviews with exhibitors (minimum 15 stalls) during the event.			
6	Posters Designing: Design posters for Instagram, Facebook, and LinkedIn to promote our content and events.	10 Numbers		
	Social Media Management:			
7	Provide rates for social media management services, including posting a Video on KIED's social media handles with a target of 20,000 Views	01 Nos		
8	Provide rates for social media management services, including posting a poster on KIED's social media handles with a target of 1.5 lakh impressions and 1 lakh reaches.	01 Nos		
			GST (Taxes)	
			Grand total Including Taxes	
Amount in words (Including Taxes) :				

DECLARATION

The undersigned, having read the term and conditions of the Quotation Notice, hereby offers to provide the product at the prices quoted, in advance with the specifications stated and subject to terms and conditions set out or specified in the Quotation Notice document.

I / We agree to keep this offer valid for 120 (hundred and twenty) days from the date of opening of the bid.

I / We agree and undertake to abide by all the terms and conditions of the Notice for Quotation.

Place :

Name & Signature of authorized representative

Date :

(Office seal)