കേരള സാമൂഹ്യ സുരക്ഷാ മിഷൻ

നമ്പർ : **KSSM/945/2026-DEO7**

തിരുവനന്തപുരം
തീയതി : 11-09-2026

വിഷയം: സ്റ്റേറ്റ് ഇനിഷ്യേറ്റീവ് ഓൺ ഡിസെബിലിറ്റീസ് – റിഥം ആർട്ട്സ് ട്രൂപ്പ് – റിഥം വെർച്വൽ പ്ലാറ്റ്ഫോം – വീഡിയോ നിർമ്മാണം, ലൈവ് സ്ട്രീമിംഗ്, ഡിജിറ്റൽ ഉള്ളടക്കം സൃഷ്ടിക്കൽ, സോഷ്യൽ മീഡിയ ഉള്ളടക്ക നിർമ്മാണം, പ്രൊമോഷൻ, ഡിജിറ്റൽ ആർക്കൈവിംഗ്, അനുബന്ധ സാങ്കേതിക സേവനങ്ങൾ - EOI സമർപ്പണ തീയതിയും തുറക്കൽ തീയതിയും ദീർഘിപ്പിക്കുന്നത് – സംബന്ധിച്ച്.

സൂചന: EOI വിജ്ഞാപനം നമ്പർ KSSM/ 945/2026-DEO7 തീയതി 03-09-2026

അഡെൻഡം – 1

താൽപര്യപത്ര ക്ഷണം (Expression of Interest-EOI)

പരാമർശിച്ച EOI വിജ്ഞാപനത്തിൽ ഉൾപ്പെടുത്തിയിട്ടുള്ള EOI സമർപ്പണത്തിന്റെ അവസാന തീയതിയും EOI തുറക്കൽ തീയതിയും ഭരണപരമായ കാരണങ്ങളാൽ ചുവടെ പറയും പ്രകാരം ദീർഘിപ്പിച്ചിരിക്കുന്നതായി എല്ലാ താൽപര്യമുള്ള PRD എംപാനൽഡ് ഏജൻസികളെയും അറിയിക്കുന്നു.

വിശദാംശം	പരിഷ്കരിച്ച തീയതിയും സമയവും
EOI (ഫിനാൻസിഷ്യൽ ബിഡ് ഉൾപ്പെടെ) സമർപ്പിക്കേണ്ട അവസാന തീയതി	18/09/2026 – 4 pm
EOI തുറക്കുന്ന തീയതിയും സമയവും (നേരിട്ടുള്ള അവതരണവും ഫിനാൻഷ്യൽ /ടെക്നിക്കൽ ബിഡ് ഓപ്പണിംഗ്)	19/09/2026 – 11.30 am

സൂചന EOI വിജ്ഞാപനത്തിലെ മറ്റെല്ലാ വ്യവസ്ഥകളും യോഗ്യതാ മാനദണ്ഡങ്ങളും നിബന്ധനകളും യാതൊരു മാറ്റവും ഇല്ലാതെ തുടരുന്നതാണ്. ഈ അഡെൻഡം പരാമർശിച്ച EOI വിജ്ഞാപനത്തിന്റെ അഭിന്ന ഭാഗമായിരിക്കും.

വിശ്വസ്തതയോടെ,

Digitally signed by DEEPA G NAIR
Date: 11-09-2026 16:27:28

DEEPA G NAIR
AD KSSM

Government of Keralam

Expression of Interest (EOI)

Proposal for Development, Operation and Management of the
"RHYTHM VIRTUAL PLATFORM"

(Video Streaming, Digital Content Production and Promotion , Social Media content making and production of Talented Artists with Differently Abled)

(Ref. No.: KSSM/945/2026 **Date:** 03-09-2026)

State Initiative on Disabilities (SID)
Kerala Social Security Mission
Poojappura, Thiruvananthapuram – 695012
Phone: 0471-2341200
Email: keralasid@gmail.com
Website: https://socialsecuritymission.gov.in/

Contents

1. Acronyms/Expansions
2. EOI Document Details
3. Introduction
4. Scope of Work
5. Eligibility Criteria
6. Format for Submission of EOI Response
7. Submission Deadline & Contact Details
8. Evaluation Process

Acronyms/Expansions

Acronym	Expansion
EOI	Expression of Interest
KSSM	Kerala Social Security Mission
SID	State Initiative on Disabilities
SJD	Social Justice Department
TSYD	Talent Search for Youth with Disabilities
UPS	Uninterruptible Power Supply
GST	Goods and Services Tax
HD	High Definition
FHD	Full High Definition
UHD	Ultra High Definition

EOI Document Details

Sl. No.	Milestone	Date & Time
1	Release of Expression of Interest	03.09.2026
2	Bidders- Time for clearing doubts related to EOI	07.09.2026 , 4 pm
3	Last date for submission of EOI (including Financial Bid)	11.09.2026 , 2pm
4	Opening of EOI Responses/Financial Bud	14.09.2026, 4:00 PM
5	Declaration of shortlisted firms	TBA

Issued by:

Executive Director KSSM

& Project Director SID

Kerala Social Security Mission

Poojappura, Thiruvananthapuram – 695012

EOI Submission:

The EOI may be submitted to the above address

The Expression of Interest (EOI) shall be submitted **in person only** at the **KSSM–SID Office**. EOIs submitted through any other mode will be **summarily rejected without further notice**. At the time of submission, the **Technical Bid** and **Financial Bid** shall be enclosed in **two separate** sealed envelopes, both of which shall be placed inside one outer sealed envelope clearly superscribed "EXPRESSION OF INTEREST (EOI) – DEVELOPMENT, OPERATION AND MANAGEMENT OF THE 'RHYTHM VIRTUAL PLATFORM' – VIDEO STREAMING, VIDEO PRODUCTION, DIGITAL CONTENT CREATION AND SOCIAL MEDIA PROMOTION OF TALENTED ARTISTS WITH DISABILITIES "

The sealed envelopes shall be submitted within the prescribed date and time at the designated KSSM–SID Office.

Any EOI that does not comply with the prescribed submission procedure, including the packaging and sealing requirements, shall be liable to rejection.

Introduction

The Department of Social Justice, Government of Keralam, through the Kerala Social Security Mission (KSSM) and the State Initiative on Disabilities (SID), has been implementing various initiatives for identifying, nurturing and promoting the talents of persons with Differently Abled in the fields of art and culture.

The Talent Search for Youth with Disabilities (TSYD) programme has provided opportunities for identifying artistically gifted persons with disabilities with skills in music, dance, drawing and painting, videography, photography, mimicry and other creative disciplines. As part of this initiative, the State Art Troupe of Talented Artists with Disabilities – **"Rhythm"** was constituted to provide identified artists with opportunities for professional training, performances, public recognition and income generation.

The proposed **"Rhythm Virtual Platform"** is envisaged as a dedicated digital platform for professionally documenting, showcasing, streaming and promoting the artistic talents and performances of persons with Differently Abled . The platform will create wider digital visibility for the artists and facilitate access to their performances by Government Departments, Local Self-Governments, institutions, cultural organisations, programme organisers and the general public.

In this context, the Department of Social Justice/KSSM–SID invites an Expression of Interest (EOI) from eligible and experienced agencies/organisations for providing professional video production, live streaming, digital content creation, social media promotion, platform management and related technical services for the effective

implementation and promotion of the Rhythm Virtual Platform.

The initiative aims to establish a sustainable digital ecosystem that connects talented artists with Differently Abled with wider audiences and potential opportunities, while supporting visibility, recognition, participation and income-generation opportunities through their artistic work.

Objectives Of The Rhythm Virtual Platform

The major objectives of the proposed platform are:

1. To create a dedicated digital platform for showcasing talented artists with Differently Abled .
2. To professionally document and preserve performances of the Rhythm Art Troupe.
3. To provide live-streaming facilities for selected performances and programmes.
4. To provide wider public visibility and recognition to talented artists with Differently Abled .
5. To create a digital pool/database of talented artists from different districts of Keralam.
6. To facilitate identification of artists for inclusion in the State-level Rhythm Troupe.
7. To provide opportunities for artists to receive invitations for performances and cultural programmes.
8. To facilitate income generation for participating artists through the monetisation of specific performance videos published on social media platforms, ensuring that the revenue generated from such videos is credited to the respective beneficiary/artist, subject to the applicable platform policies and Government guidelines.

9. To create high-quality digital content suitable for Government programmes, social media and other communication platforms.
10. To promote an inclusive cultural environment in which persons with Differently Abled can demonstrate their artistic abilities on an equal platform.

Understanding Of The Requirement & Scope Of Services

The proposed assignment requires an integrated digital media and video-production solution for the Rhythm Virtual Platform, intended to professionally document, showcase, promote and disseminate the artistic talents and performances of persons with Differently Abled .

The selected agency shall provide end-to-end professional support to KSSM–SID for video production, live streaming, digital content creation, social media promotion, artist profiling, digital archiving and related technical services.

The platform and associated content shall be developed and managed in an accessible, user-friendly, mobile-compatible and public-friendly manner, subject to the requirements and approvals of KSSM–SID.

Platform Content Development

The agency shall support the creation, organisation and presentation of approved digital content, including:

Artist profiles and biographies

Photographs and portfolio materials

Individual and group performance videos

Artist introduction videos

Event highlights

Interviews and testimonials

Training and programme documentation

Promotional videos and digital creatives

Short-form videos and reels

Programme announcements

Professional Video Production

Professional video production services shall include:

Multi-camera coverage

Professional camera operation and shot planning

Stage and performance coverage

Professional video switching

Complete performance recording

Production monitoring

Backup recording

Professional production coordination

The production configuration shall be determined according to the scale, venue and nature of each programme.

Live Streaming Services

The agency shall provide end-to-end live-streaming support for selected programmes, including:

Streaming setup and testing

Multi-camera live switching

Live encoding and transmission

Audio-video synchronisation

Live graphics and event branding

Performer/speaker identification

Stream monitoring

Internet connectivity coordination

Backup connectivity, wherever feasible

Technical troubleshooting

Streaming may be undertaken through authorised platforms such as YouTube Live, Facebook Live, the Rhythm Virtual Platform and other Government/Department-KSSM-SID designated platforms.

Accessible Digital Content

Accessibility shall be incorporated into digital content wherever technically and practically feasible, including:

Clear and readable on-screen text

Appropriate colour contrast

Captions/subtitles, where required

Clear performer and programme identification

Accessible digital presentation formats

Mobile-friendly content

Appropriate audio quality

User-friendly presentation and navigation

Specific accessibility requirements shall be finalised in consultation with KSSM–SID.

Audio Production

The agency shall provide professional audio support appropriate to the nature of each programme, including microphones, audio mixing, monitoring, direct venue-feed integration, ambient sound recording, backup audio recording and post-production audio enhancement.

Graphics, Branding and Digital Presentation

All content shall follow the branding and communication guidelines prescribed by KSSM–SID.

The agency may develop programme titles, artist identification, lower-thirds, opening and closing titles, promotional posters, digital creatives, social-media graphics and other approved visual materials.

No content or branding material shall be published without approval from the authorised officials.

Artist Profiles and Digital Portfolios

The agency shall support the creation of digital profiles for selected artists, including, where authorised:

Name and district

Artistic discipline

Brief biography

Photographs

Performance videos

Achievements and training

Contact/booking information

Links to approved performances

Information relating to disability shall be included only where appropriate, authorised and consistent with applicable privacy and Government /KSSM-SID requirements.

The profiles will contribute to the creation of a structured digital talent pool of artists with Differently Abled across Keralam.

District-Level Talent Identification and Digital Documentation

The agency may provide technical and documentation support for district-level talent identification programmes, including recording

auditions and screening programmes, individual candidate documentation, digital categorisation, performance records and documentation of shortlisted/selected artists.

The identification and final selection of artists shall remain with the competent authority/selection panel constituted by the Department/KSSM–SID.

Digital Archive and Content Management

The agency shall maintain an organised digital archive of approved photographs, videos, artist profiles, interviews, promotional materials and other production files.

The content shall be systematically categorised, securely stored and maintained in accordance with the archival and content-management requirements of KSSM–SID.

Post-Production Services

Post-production services may include:

Video editing

Audio enhancement

Colour correction

Noise reduction

Titles and graphics

Opening and closing sequences

Captions/subtitles, where required

Highlight videos

Short-form videos and reels

Promotional content

Final master files in approved formats and resolutions

Social Media Content Production and Promotion

The agency shall support the production and strategic promotion of approved Rhythm content through appropriate social media and digital channels.

Content may include performance clips, artist introduction videos, achievement stories, promotional reels, programme announcements, awareness content and event highlights.

The agency shall support appropriate content formatting, publication, promotion and performance tracking as required by KSSM–SID.

Where specific performance videos generate revenue through social media monetisation, the agency shall support appropriate identification and tracking of such content so that eligible revenue may be credited to the concerned artist/beneficiary, subject to applicable platform policies, consent, Government guidelines and applicable financial procedures.

No content shall be published or promoted without approval from the competent authority.

PROPOSED TECHNICAL INFRASTRUCTURE

Equipment / Resource	Proposed Provision
Professional Cameras	As required
CameraOperators/Cinematographers	As required
Video Switcher	Professional multi-input system
Audio Mixer	Professional digital mixer
Wireless Microphones	As required
Camera Supports	Tripods, monopods, gimbals, etc.

Lighting Equipment	Professional LED lighting, as required
Production Monitors	As required
Streaming Encoder	Professional hardware/software encoder
Internet Connectivity	High-speed connectivity, wherever available
Recording System	Full-event recording
Graphics System	Titles, logos, lower-thirds and presentations
Backup Recording	For critical programmes
Power Backup	UPS and other backup arrangements
Production Crew	Based on programme requirements
Storage/Archival System	Secure digital storage

The final technical configuration shall be determined based on the venue, programme format, number of performers, camera requirements, connectivity and other technical considerations.

PROPOSED PROFESSIONAL TEAM

The agency shall deploy qualified and experienced professionals with expertise in video production, live streaming, audio production, digital content creation, post-production, graphics, social media management and digital platform/content management, according to the requirements of the assignment.

QUALITY ASSURANCE AND CONTINGENCY

ARRANGEMENTS

The agency shall ensure appropriate technical preparation and quality control for all approved programmes.

Measures may include pre-event technical inspection, equipment and connectivity testing, streaming tests, backup recording, backup equipment wherever practical, continuous monitoring and prompt technical troubleshooting.

DATA SECURITY, PRIVACY AND CONFIDENTIALITY

The agency shall maintain confidentiality regarding all content, personal information, recordings, documents, credentials and other materials provided by or generated for KSSM–SID.

The agency shall:

Restrict access to authorised personnel.

Securely store digital files.

Protect streaming and platform credentials.

Prevent unauthorised disclosure, copying or publication.

Transfer files through approved methods.

Comply with applicable Government instructions relating to data protection and confidentiality.

Obtain necessary approvals before publication or external dissemination.

Particular care shall be taken while handling personal information, photographs and videos of artists with disabilities.

DELIVERABLES

The deliverables shall be finalised in consultation with KSSM–SID and may include:

Digital content for the Rhythm Virtual Platform

Artist profiles and digital portfolios

Full-length performance recordings

Edited performance videos

Live-streamed programmes

Short-form performance videos and reels

Promotional digital content

Event photographs, where required

Artist interviews and testimonials

District-wise digital talent records

Training and programme documentation

Social-media-ready content

Digital archive of approved production files

Programme/content reports, where required

The quantity, format, specifications and timelines of deliverables shall be determined based on the approved scope and programme requirements.

EXPECTED OUTCOMES

The Rhythm Virtual Platform is expected to contribute to:

Increased visibility and recognition of talented artists with Differently Abled .

Creation of a structured digital talent pool across Kerala.

Wider dissemination and professional documentation of artistic performances.

Improved access to artists for Government Departments, Local Self-Governments, institutions and programme organisers.

Increased opportunities for participation in cultural and public

programmes.

Opportunities for income generation through performances and approved digital monetisation.

Greater public awareness of the artistic abilities of persons with Differently Abled .

Strengthening of an inclusive and sustainable cultural ecosystem in Keralam.

SPECIAL ASSIGNMENT AND SPECIFIC CONDITIONS ****

The selected agency/team shall undertake a **special assignment as the Collaborative Digital Media Partner of the "RHYTHM Virtual Platform"**, in association with **KSSM–SID on behalf of the Department of Social Justice, Government of Keralam**. The assignment shall focus on professionally presenting and promoting the RHYTHM Group of Talented Artists with Disabilities and strengthening the digital presence of the initiative in connection with the Government of Kerala's **100-Day Programme**.

As part of the special assignment, the agency/team shall conceptualise and produce a **promotional trailer/video, promotional posters, short-form videos/reels and other digital creatives** highlighting the RHYTHM Group, its talented artists, artistic performances, achievements and the objectives of the initiative. The content shall be designed for dissemination through official social media and other authorised digital platforms, with the aim of enhancing public visibility, recognition and engagement with the artists and the RHYTHM initiative.

The selected agency/team shall also undertake **professional video production and live streaming of the inauguration and launch programme of the RHYTHM Virtual Platform/social media**

promotion platform. This shall include appropriate multi-camera coverage, professional audio recording, live switching, graphics, encoding, transmission, monitoring and related technical support. Performances by talented persons with disabilities presented in connection with the inauguration and launch shall also be professionally recorded and produced for subsequent digital dissemination.

The agency/team shall work in close coordination with **KSSM–SID and the Department of Social Justice** in planning, production, approval and publication of all content. All trailers, posters, short videos, performance recordings, live-streaming materials and other digital content shall be subject to prior approval by the competent authority. The agency/team shall not independently publish, commercially use, transfer, license or otherwise disseminate any content or Government branding produced under the assignment without prior written authorisation.

Considering the proposed launch of the RHYTHM Virtual Platform **before 5 October 2026** as part of the Government's 100-Day Programme, the selected agency/team shall ensure timely completion of the special assignment and provide the required production and technical support within the approved schedule. **All costs associated with the special assignment, including creative development, production, equipment, manpower, editing, graphics, live streaming, connectivity, transportation, logistics, paid social media promotions/advertising, platform-related charges and other incidental expenses, shall be deemed to be included in the quoted amount**, and no additional payment shall be admissible unless specifically approved in writing by the competent authority.

FINANCIAL PROPOSAL

The agency shall submit a detailed financial proposal based on the approved scope of services and requirements communicated by KSSM–SID.

Component	Amount (₹)
Content and production planning	₹
Video production	₹
Camera and production equipment	₹
Production crew	₹
Audio production	₹
Live streaming	₹
Internet/connectivity	₹
Graphics and digital content	₹
Artist profile/content development	₹
Post-production/editing	₹
Photography, if required	₹
Transportation/logistics	₹
Digital storage/archiving	₹
Other applicable charges	₹
Total	₹

Applicable taxes, if any, shall be indicated separately in the financial proposal.

Special Condition ***

The selected agency shall function as the **Collaborative Digital Media Partner of the RHYTHM Virtual Platform**, in association with KSSM–SID on behalf of the Department of Social Justice, Government of Kerala, for the financial year **2026–27**. The agency shall undertake professional production and promotion of digital content relating to the RHYTHM Programme, talented artists with Differently Abled, their performances and achievements, Government programmes, official announcements and other activities as directed by KSSM–SID. A **minimum of 70 digital content outputs** shall be produced during the period of engagement, covering all **14 districts of Kerala**. The type, category, quantity, district-wise distribution and priority of these 70 outputs shall be **decided exclusively by KSSM–SID**, based on programme requirements, availability and selection of artists, events, Government directions and other relevant considerations. The outputs may include performance/live video productions, promotional posters, short-form videos/reels, artist profiles, event highlights and other approved digital content.

In addition to the minimum requirement of 70 outputs, each participating agency shall clearly indicate in its EOI the **maximum number of digital content outputs and productions it is willing and capable of delivering** during the period of engagement, along with the proposed category-wise output capacity. However, the agency shall not independently determine the actual content mix or allocation of outputs. The **final requirement and allocation shall be determined by KSSM–**

SID, and the agency shall execute the approved content plan accordingly. The additional output capacity offered by the agency, beyond the mandatory minimum requirement, may be considered as part of the **evaluation of the EOI**, in accordance with the evaluation criteria approved by the competent authority.

The **maximum output commitment declared by the selected agency** shall be treated as a commitment of the agency and, wherever applicable, shall be incorporated as a specific deliverable in the **Memorandum of Understanding (MoU)/agreement** to be executed with KSSM–SID. The agency shall complete the agreed outputs within the engagement period up to **31 March 2027**, maintaining the required professional, technical, accessibility, branding and quality standards. All content shall be produced only with the approval/direction of KSSM–SID and shall comply with applicable Government guidelines and publication protocols. **All costs associated with the committed productions, including creative development, equipment, professional manpower, video production, editing, graphics, live streaming, internet/connectivity, promotional posters, short-form content, paid social media promotion, transportation, logistics, storage and other incidental expenses, shall be included in the quoted amount**, and no additional payment shall be admissible unless specifically approved in writing by the competent authority.

OWNERSHIP AND USE OF CONTENT

All video recordings, photographs, artist profiles, digital content and other materials specifically produced under the assignment shall be dealt with in accordance with the terms and conditions prescribed by the

Department/KSSM–SID.

The agency shall not commercially reproduce, publish, transfer, license or otherwise use such content outside the approved scope without prior written authorisation from the competent authority.

VALIDITY OF EOI

This Expression of Interest shall remain valid for [200] days from the date of submission, unless otherwise specified by the Department.

The detailed technical specifications, scope of work, deliverables, timelines, commercial terms and contractual conditions may be finalised by the Department/KSSM–SID during subsequent discussions and/or in accordance with applicable procurement and administrative requirements.

This version is substantially cleaner. I have deliberately removed Implementation Methodology, Selected Projects, and detailed individual professional-team designations, as requested, while retaining the information that is necessary to demonstrate the agency's capability and the proposed scope.

Eligibility Criteria

Agencies/organisations submitting the Expression of Interest (EOI) for providing services for the Rhythm Virtual Platform shall fulfill the following minimum eligibility requirements:

The agency/organisation shall have a minimum of 3 years of experience in video production, digital content creation, live streaming, social media content production/promotion, or related digital media services.

The agency/organisation shall have proven experience in successfully executing video production, live streaming, digital content or social

media projects for Government Departments, public sector institutions, reputed organisations, cultural programmes, social development programmes or other large-scale events.

The agency/organisation shall demonstrate sound financial capacity and stability, supported by audited financial statements/financial records for the preceding three financial years.

The agency/organisation shall have an adequate professional team and technical infrastructure, including qualified personnel, video production equipment, audio systems, live-streaming facilities, editing and post-production capabilities, and digital content management resources.

The agency/organisation shall have demonstrated capability in professional multi-camera production, live event coverage, digital content development and social media promotion.

Preference may be given to agencies/organisations having experience in Government programmes, cultural initiatives, social-sector projects, disability-related programmes or inclusive communication initiatives.

The agency/organisation shall be capable of providing end-to-end technical and digital support, including content production, post-production, live streaming, digital publication, archiving and related services, as required by KSSM–SID.

The agency/organisation shall submit documentary evidence in support of the above eligibility criteria, including work orders, completion certificates, client certificates, experience certificates, audited financial statements and details of available technical infrastructure, wherever applicable.

Format for Submission of Expression of Interest

Organisation Particulars

a) Name of the organisation

b) Legal name and registration details

c) Legal status of the organisation

d) Registration number and date

e) Address of the registered office

f) Contact person details (name and designation)

g) Mobile number and email ID

h) Website of the organisation

Organisational Capabilities

a) A brief introduction of the organisation, including the number of years of experience, history, scope of work, organisational structure, and key areas of specialisation.

b) Expertise and professional competence of the organisation.

c) Experience: Details of the organisation's experience in the relevant field, including specific projects or contracts that demonstrate its capabilities. This should include the number of years of experience, key areas of specialisation, and detailed information on the organisation's expertise in exhibition stall designing, customisation, installation, and presentation.

d) Client References: A list of references from previous clients who can speak about their experience working with the organisation. This should

include contact details of the references and a brief description of the work carried out for them.

e) Financial Documents: Audited financial statements for the last three years.

Approach to the Project and Methodology

The proposed approach for the Rhythm Virtual Platform will focus on creating a professional, accessible and sustainable digital ecosystem for documenting, showcasing and promoting the artistic talents of persons with disabilities. The methodology will integrate video production, live streaming, digital content creation, social media promotion, artist profiling and digital archiving.

Requirement Assessment and Planning

The agency will undertake an initial assessment in consultation with KSSM–SID to understand the objectives, target beneficiaries, programme calendar, venues, artistic disciplines and expected outputs. A detailed production and implementation plan will be prepared accordingly.

Artist and Content Mapping

The agency will support the systematic documentation of selected artists and their talents. Artist profiles, biographies, photographs, performances, achievements and other approved information will be organised to create a structured digital talent pool.

Video Production and Documentation

Professional video production will be undertaken for selected performances, events, training programmes, auditions and artist profiles. The production approach will include appropriate camera positioning, multi-camera coverage, professional audio recording, lighting and

backup arrangements based on programme requirements.

Live Streaming

Selected programmes will be live-streamed through authorised digital platforms. The agency will provide the required production, encoding, graphics, audio-video integration, connectivity coordination and technical monitoring to ensure reliable transmission.

Content Creation and Post-Production

Recorded material will be professionally edited into full-length performances, artist profiles, highlights, promotional videos, short-form videos and social-media-ready content. Appropriate graphics, titles, captions and branding will be incorporated as required.

Social Media Promotion

Approved content will be strategically adapted and promoted through relevant social media and digital channels to increase the visibility and reach of the artists. Content may include performance clips, artist introductions, achievement stories, promotional reels and programme highlights.

Where specific performance videos generate revenue through social media monetisation, the agency will support appropriate identification and tracking of such content so that eligible revenue may be credited to the concerned artist/beneficiary, subject to applicable platform policies, permissions and Government guidelines.

Accessibility and Inclusive Communication

Accessibility will be integrated into content creation wherever technically and practically feasible. This may include readable graphics, appropriate contrast, captions/subtitles, clear audio, performer identification and mobile-friendly presentation.

Digital Archive and Content Management

All approved photographs, videos, artist profiles and related digital materials will be systematically categorised and securely archived. The archive will facilitate future access, promotion, talent identification and programme engagement.

Quality Assurance and Technical Support

Quality checks will be undertaken at every stage, from pre-production and recording to post-production and publication. Equipment testing, backup recording, audio monitoring, connectivity checks and technical support will be provided to minimise disruptions during programmes.

Reporting and Review

The agency will maintain records of activities undertaken, content produced, programmes streamed, digital publications and other agreed deliverables. Periodic reports will be submitted to KSSM–SID as required.

Implementation Flow

Requirement Assessment → Artist & Content Mapping → Production Planning → Video Production → Live Streaming → Post-Production → Social Media Promotion → Digital Archiving → Reporting & Review

3. Submission of Applications and Required Documents

The Expression of Interest (EOI) shall be submitted in person only at the KSSM–SID Office at the address specified in this document. EOIs submitted through any other mode shall be summarily rejected without further notice.

The EOI shall comprise the following documents:

Technical Proposal, including:

Profile and registration details of the agency/organisation.

Eligibility and experience details.

Details of previous relevant assignments.

Proposed approach and methodology.

Details of professional team and technical infrastructure.

Proposed services and deliverables.

Supporting documents, work orders, completion certificates and client references, wherever applicable.

Financial Proposal: indicating the proposed charges for the services related to the Rhythm Virtual Platform, including video production, live streaming, digital content creation, social media promotion, post-production, equipment, technical manpower, transportation and other applicable components.

The quoted amount shall be inclusive of all costs and expenses associated with the assignment, including paid promotions, advertising, platform-related charges, content promotion expenses, taxes, service charges and any other applicable payments.

The Technical Proposal and Financial Proposal shall be enclosed in two separate sealed envelopes. Both sealed envelopes shall then be placed inside one outer sealed envelope.

The outer sealed envelope shall be clearly superscribed:

"EXPRESSION OF INTEREST (EOI) – VIDEO STREAMING, VIDEO PRODUCTION, DIGITAL CONTENT CREATION, SOCIAL MEDIA PROMOTION AND RELATED SERVICES FOR THE 'RHYTHM VIRTUAL PLATFORM' – STATE INITIATIVE ON DISABILITIES (SID), KSSM"

The sealed EOI shall be submitted within the prescribed date and time at

the designated KSSM–SID Office.

Any EOI that does not comply with the prescribed submission procedure, including the requirements relating to documentation, sealing and superscription of envelopes, shall be liable to rejection.

4. Evaluation Process

Applications received will be evaluated based on the criteria specified below. Only shortlisted agencies will be invited for further stages of evaluation. The decision of the Evaluation Committee shall be final and binding.

5. Evaluation Score

Eligibility and Qualifying Criteria – 20%

Submission of all required documents in the prescribed format

Minimum 3 years of experience in the relevant field

Experience in organizing at least three (3) similar events

Submission of audited financial statements for the last three years

Experience and Track Record – 25%

Demonstrated experience in organizing exhibitions/events at the state or national level

Proven capability in executing similar large-scale projects

Performance history with government or reputed institutions

Technical and Operational Capability – 25%

Understanding of the project objectives and scope of work

Quality of proposed execution methodology

Availability of skilled manpower and technical resources

Innovative and inclusive approaches suitable for persons with disabilities

Financial Capability (Business Bid) – 15%

Financial strength of the agency

Sustainability and feasibility of the proposed budget

Presentation and Interview (Bonus Marks) – 15%

Clarity and effectiveness of the presentation

Quality of ideas and implementation plan

Overall impression and responsiveness during interaction

Additional Offers by the agency

Evaluation Score Summary

Evaluation Component	Weightage (%)
Eligibility & Qualifying Criteria	20%
Experience & Track Record	25%
Technical & Operational Capability	25%
Financial Capability	15%
Presentation / Interview	15%

Dr ARUN S NAIR IAS

EXECUTIVE DIRECTOR KSSM

03-09-2026