



**Expression of Interest (EOI) notification for Identification of Agencies for Development and Management of a Web-Based and Mobile Application for Identifying Hyperlocal Jobs in Kerala**

**[Ref No: 393/2025/K-DISC dated 28/01/2025]**

**Project Name: Development and Management of a Web-Based and Mobile Application for Identifying Hyperlocal Jobs in Kerala**



**KERALA DEVELOPMENT INNOVATION STRATEGIC COUNCIL  
(K-DISC)**

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## 1. Acronyms

DWMS	- Digital Workforce Management Systems
EOI	- Expression of Interest
ICTAK	- Information and Communication Technology Academy of Kerala
K-DISC	- Kerala Development and Innovation Strategic Council
KKEM	- Kerala Knowledge Economy Mission
TOR	- Terms of Reference

## 2. EOI Document Details

Sl. No	Milestone	Date and Time
1	Release of Expression of Interest (Eoi)	28/01/2025
2	Bidders meeting	31/01/2025
3	Last date for submission of written questions by bidders	01/02/2025
4	Response to the queries	03/02/2025
5	Last date for submission of Eoi response	04/02/2025, 5 pm
6	Opening of Eoi responses	06/02/2025, 11am
7	Declaration of short listed firms	TBA

Issued by:

The Member Secretary,  
Kerala Development and Innovation Strategic Council (K-DISC), 2nd Floor,  
India Heights, Govt. Women's College Road, Vazhuthacaud  
Thiruvananthapuram-695014

EOI Submission in above address or in the email by 04/02/2025 5pm:-  
demandaggregation@knowledgession.kerala.gov.in

### 3. Introduction

The Kerala Development and Innovation Strategic Council (K-DISC) a society under the Travancore Cochin Literary Scientific and Charitable Societies Act 1955 is a strategic think tank and advisory body of the Government of Kerala. In the State budget 2021, the Government of Kerala, has embarked on a major initiative to make Kerala a premier hub for the Knowledge Economy. K-DISC has been entrusted with coordinating the activities of the Kerala Knowledge Economy Mission (KKEM). The Government of Kerala had declared the Kerala Knowledge Economy Mission (KKEM) as a flagship project for providing employment to 20 lakh educated-unemployed in 5 years.

The key activities to be undertaken under the Knowledge Economy Mission are:

- I. Mobilising about 60 lakh educated-unemployed and career break professionals for registration, training, and engagement on the digital portal for prospective employment.
- II. Establishing a system for career counselling of about 50 lakh and handholding them individually through the skilling and assessment programmes.
- III. Providing skilling to about 35 lakh candidates.
- IV. Engaging the trained job seekers with job providers and facilitate prospective engagement for 20 lakh candidates.
- V. Establishing a social security system and infrastructure support system for the Knowledge Workers engaging with job providers for working near home.

The purpose of this Expression of Interest (EOI) is to identify eligible organizations for the development and management of a web-based and mobile application. The platform aims to identify hyperlocal job opportunities in Kerala, targeting 5,000-10,000 local jobs per district, and a total of 100,000 hyperlocal jobs across the state. Through this partnership, KKEM aims to raise awareness of the services available to job seekers in Kerala, connect job seekers with opportunities facilitated by KKEM, and strengthen community engagement throughout the state.

### **3.1. Digital Workforce Management System**

K-DISC has developed a digital talent management platform named "**Digital Workforce Management System**" with the support of Digital University to match the skills and capabilities of knowledge workers in Kerala with job demands in the global market. The Digital Management System has three distinct pillars namely Job seeker module, Employer Module and Skill Module.

The DWMS platform serves as a central digital hub, functioning as a 'talent cloud' to bring together all stakeholders under one platform across Kerala. DWMS shall facilitate talent matching, wherein, employers can search for qualified candidates based on skills and experience, improving hiring efficiency.

### **3.2. Job Seeker Mobilisation**

Kerala Knowledge Economy Mission has conducted an extensive comprehensive household survey to identify potential job seekers with the support of Kudumbasree Mission and has identified 53 lakh candidates who are either looking for a job or a job change. Out of the 53 lakh potential job seekers identified, 17 lakh candidates joined and updated their detailed profiles on DWMS platform.

Job seeker mobilisation is happening at two level i.e. at Community Level and Institutional Level

#### **3.2.a) Community Level Mobilisation**

KKEM has deployed community ambassadors in all Local Self Governments with the support Kudumbasree Programme Management Unit. These Community Ambassadors are grassroot mobilisers of KKEM and have been entrusted with the responsibility to support job seekers in the local self-government area to register on DWMS platform and provide information related to job opportunities. As of today, more than 1200 Community ambassadors are working for KKEM at community level.

### **3.2.b) Institution Level Mobilisation**

All the higher education institutions including Engineering colleges, Polytechnic Colleges, Arts and Science Colleges have been onboarded with Kerala Knowledge Economy Mission. Placement officers of these institutions are brought under the network of KKEM. An exclusive programme named “Connect Career to Campus” has been designed and implementing in the colleges for the past two years. 30 Talent Curation Executives are working with placement officers to identify suitable talents and connect with Industries.

### **3.3. Employer Mobilisation**

Demand aggregation has been entrusted with ICT Academy Kerala and a dedicated demand aggregation Project Management Unit is functioning under ICT Academy Kerala. More than 6000 employers both small and large have onboarded on the DWMS portal. Besides, Confederation of Indian Industries has signed MoU with K-DISC to provide job opportunities through DWMS platform. Regular industry meetup and roadshows are conducting within and outside state to sensitise employers about the initiatives. 6000+ employers onboarded on DWMS have recruited more than 37000 candidates using the DWMS platform. KKEM has published more than 10 lakh job opportunities on DWMS platform. The major facilities available in the DWMS platform for the employers are

- A platform for posting recruitment requirements and managing the entire selection process, including inviting applications, screening candidates, scheduling interviews, issuing offer letters, and handling other employment-related tasks.
- The platform is integrated with leading aggregators such as LinkedIn and Foundit.
- The platform is also connected with direct staffing companies like Teamlease, 2COMS, Quesscorp and others.
- Gain access to a curated pool of job seekers.
- Connect with a vast talent pool of 17 Lakh individuals in DWMS.
- Promotion and visibility through KKEM's extensive mobilisation channels, increasing their reach and attractiveness to potential jobseekers.

- Participation in job fairs and virtual drives organized by KKEM and engage with a wide range of jobseekers.

### **3.4. Skill Development**

One of the important reasons for unemployment in Kerala is that the job seekers do not possess the required skills. Recognising this critical gap, KKEM has made skill development as one of the critical interventions as part of KKEM programme implementation. A comprehensive skill module has been designed and operationalised as part of DWMS platform. KKEM has onboarded all major skill service providers, both government and private skills service providers. 72 Skill service providers are presently onboarded on DWMS and offering more than 682 skill programmes. KKEM has also integrated leading online service providers such as Coursera platforms and LinkedIn learning.

To support the candidates from marginalised segments, KKEM has also designed and offered skill scholarships through its partner agencies. Besides offering scholarships for the short term and long-term skills programmes, KKEM also supports students with skill loans

### **3.5. Career Support Services**

KKEM offers a range of career support services aimed at boosting job seekers' confidence and refining their presentation to potential employers. Through a decentralised approach to counselling and mentoring, job seekers are provided with a variety of interventions, including general awareness sessions, employability development programs, and customised support as required. These efforts aim to equip job seekers with the essential skills and workplace expectations, encompassing soft skills and life skills training vital for career advancement. This support system acts as an additional feedback mechanism, driving continuous improvement across all aspects. The major career support services offered are,

**3.5.a: - Robotic Interview:** A robotic mock interview to get an overall interview experience and also to give them the confidence to attend interviews.



**3.5.b: - Career Counselling:** for those candidates who find difficulties in choosing the right career path as per their skills and aspirations based on the psychometric test report.

**3.5.c: - EnglishScore Test:** British Council's App based test to assess the English language proficiency level, aligned to the Common European Framework of Reference for Languages (CEFR).

**3.5.d: - Personality Development Training:** 16 hours training program to improve workplace communication, interpersonal skills and overall personality development focusing on the English language.

**3.5.e: - Work Readiness Program:** 15 hours training program to improve interview facing skills, confidence, grooming and presentation skills.

### **3.6. Hyper Local Jobs Mobilization and Engagement**

Expressions of Interest (EOI) from eligible organisations are invited for the development and management of a web-based and mobile application. The platform aims to identify hyperlocal job opportunities in Kerala, targeting 5,000-10,000 local jobs per district, and a total of 100,000 hyperlocal jobs across the state.

This initiative forms a key component of the Kerala Knowledge Economy Mission (KKEM), a flagship project by the Government of Kerala to generate employment and empower the workforce. The application will provide a seamless digital mechanism for employers to register job opportunities and for job seekers to access these opportunities.

#### **4. Terms of Reference (TOR)**

a) The selected Operating Partners are expected to provide the following services to K-DISC:-

##### **4.1 Platform Development:**

4.1.a Develop a bilingual (Malayalam and English) web-based and mobile application for hyperlocal job identification.

4.1.b. Provide separate modules for employers and job seekers, including features such as profile creation, job posting, and AI/ML-powered matching algorithms.

##### **4.2. Job Identification and Management:**

4.2.a Implement a process to identify, register, and monitor hyperlocal job opportunities.

4.2.b Facilitate geo-tagging of jobs for hyperlocal targeting.

##### **4.3. Local Employer Onboarding from each district in Kerala :**

4.3.a Develop a seamless mechanism for local employers to register and manage job listings digitally.

##### **4.4 Integration with DWMS:**

4.4.a Ensure compatibility and integration with K-DISC's Digital Workforce Management System (DWMS).

##### **4.5. System Features:**

4.5.a Real-time notifications, analytics dashboards, and accessibility features.

4.5.b Ongoing maintenance, updates, and user support.

b) Support Provided by K-DISC

K-DISC will support the partners in the following areas:

- i. Partnership Development: K-DISC shall assist operating partners in connecting with higher education institutions, industry associations.
- ii. Outreach and Awareness: K-DISC shall support operating partners in conducting

outreach activities and awareness campaigns reach out to the institution with support of District Mission.

## 5. Eligibility Criteria

### 5.1 Legal Registration and Operation

- The organization must be a legally registered entity (e.g. partnership, society, company, etc.) under the relevant authority.
- The organization must have been in operation for a minimum of 3 years as of the date of EOI submission.

## 6. Infrastructure Standards

The platform must meet the following infrastructure standards:

- Cloud-hosted and scalable architecture to support large user bases.
- High-level data security and compliance with data protection laws.
- Accessible features for persons with disabilities.
- Reliable and responsive customer support for users.

## 7. Template for Eoi Response

Interested organisations are invited to submit their EOI detailing,

- **Business Proposal:** Outline your plan for establishing and operating for mobilizing and managing hyperlocal mobilization including proposed services, operational strategies, and sustainability plans.
- **Experience and Expertise:** Highlight relevant experience in job mobilization, system development and management, employment services, and entrepreneurship.
- **Resource Mobilisation:** Describe how you will secure jobs from districts through the hyperlocal model.
- **Partnerships:** Identify potential partners and collaborators for delivering comprehensive services.

Applicants should submit a proposal with the following documents as per the tender schedule. Shortlisted applicants would receive a call for a detailed discussion by K-DISC, at a mutually convenient date immediately.

The EOI submission should include,

### **7.1 Covering Letter**

A brief introduction and statement of interest.

### **7.2 Organisation Particulars**

- a) Name of the Organisation
- b) Legal Name: [Name of the organisation as registered with the relevant authority]
- c) Legal Status: [Indicate the legal structure of the organisation, such as a partnership, society, company, etc.]
- d) Registration Number: [Provide the unique registration number assigned to the organisation by the relevant authority if any.]
- e) Date of Registration: [Indicate the date when the organisation was registered with the relevant authority]
- f) Registered Address: [Provide the complete postal address of the organisation's registered office]
- g) Full name of the contact person: [Provide the designation of the organisation's main contact person]
- h) Designation of the contact person: [Provide the full name of the organisation's main contact person]
- i) Contact Mobile Phone Number: [Provide the mobile phone number the organisation's main contact person]
- j) Contact e-mail id: [Provide the email address for the organisation's main contact person].
- k) URL of the organisation

### **7.3 Organisational Capabilities**

- a) Introduction: Provide a brief introduction about your organisation including the number of years of experience and key areas of specialisation, including its

- history, scope of work and structure.
- b) Organisational structure and capacity
  - c) Expertise and experience
  - d) Experience: Provide information on your organisation's experience in the relevant field, including specific projects or contracts that demonstrate your organisation's capabilities including the number of years of experience and key areas of specialisation. Also, provide details of the organisation's expertise in designing, implementing, and managing workspace.
  - e) Client References: [Provide a list of references for the organisation's previous clients who can speak to their experience working with us. This should include contact information for the references, as well as a brief description of the work we did for them.]
  - f) Quality Management: [Provide a brief overview of the organisation's quality management system, including any relevant certifications, processes, and procedures that you follow to ensure the quality of our work.]
  - g) Similar Projects: Provide information on your organisation's experience with similar projects (similar in scope and complexity to the current tender), including the size, scope, service provided and outcomes of the project

#### **7.4 Approach and Methodology for the Project**

Providing a high-level overview of the approach that the organisation will take to establish and operate the Job Stations in the selected locations. This should include the key principles and strategies that will guide the project towards its goals, the project in the timeframe and the strategies for risk management. A short brief on how the agency would be able to add value to Kerala Knowledge Economy Mission and a detailed plan as a business proposal.

#### **7.5 Supporting Documents**

Any additional information that supports your application.

### **8. Evaluation Framework**

The evaluation of applications will follow a structured framework to ensure the selection of the most suitable partner for this initiative:

### 1. Company Credentials (30 points):

- **Experience:** Number of years of operation in IT development and employment-related projects.
- **Technical Team:** Adequacy and expertise of the team proposed for the project.
- **Turnover:** Financial capability and stability as demonstrated by turnover in the last three financial years.

### 2. Existing Solutions (40 points):

- **Functionality:** Relevance and robustness of existing platforms.
- **Scalability:** Ability to scale up to handle large volumes of data and users.
- **Integration:** Compatibility of the solution with DWMS and other K-DISC platforms.
- **Performance:** Past performance metrics and client feedback for existing applications.

### 3. Presentation and Features (30 points):

- **Proposed Features:** Innovation and practicality of features proposed for the platform.
- **User Experience:** Focus on usability and accessibility.
- **Technology:** Use of advanced technologies such as AI/ML for job matching.
- **Sustainability:** Plans for long-term support, updates, and maintenance.

### 4. Other Initiatives (10 marks):

- **Social Impact Initiatives (5 points):** Demonstrated commitment to employing marginalized groups or contributing to social welfare.
- **Partnerships (5 points):** Existing collaborations with government agencies, NGOs, or private entities that add value to the project.

Evaluation Score in brief follows: -

Criteria	Description	Weightage (%)
Company Credentials	Experience, team expertise, and financial stability.	30%
Existing Solutions	Functionality, scalability, and alignment of existing platforms.	40%
Presentation and Features	Proposed features, innovation, and sustainability of the solution.	30%
Other Initiatives	Social impact initiatives and partnerships.	10%

\*Cut off marks- 60%

### 9 Contact

EOI Queries Email to: [demandaggregation@knowledgmission.kerala.gov.in](mailto:demandaggregation@knowledgmission.kerala.gov.in)