



KERALA AGRO BUSINESS COMPANY LTD.

Reg. office: 3rd floor, Trans tower, Thycaud, Thiruvananthapuram – 695 014
Corporate Identification Number (CIN): U01619KL2023SGC084122
Website: www.kabco.co.in

EXPRESSION OF INTEREST (EOI)

For

Empanelling of Documentary Agency for Documentation of NAWO-DHAN

EOI No. 03/KABCO/NAWO-DHAN/DOCUMENTARY AGENCIES/2024
Dated: 29.10.2024

ISSUED BY:

KERALA AGRO BUSINESS COMPANY LTD.

3rd floor, Trans tower, Thycaud, Thiruvananthapuram – 695 014



EOI INFORMATION SHEET

The brief details of the EOI are as under:

S.No.	Particulars	Details
1.	NAME OF THE WORK	Empanelling of Documentary Agency for Documentation of NAWO-DHAN
2.	EOI No.	03/KABCO/NAWO-DHAN/DOCUMENTARY AGENCIES/2024
3.	TYPE OF EOI	“Single Stage” offline submission (Two (02) sets of hard copies)
4.	TIMELINES	Date of issuance of EOI: 29.10.2024 Last Date of Queries/Seeking Clarification: 02.11.2024 Last Date of Submission for Proposals: 08.11.2024
5.	RESPONSE VALIDITY	10 days from the issue of EOI
6.	COST OF EOI DOCUMENTS	Nil
7.	GENERAL QUERY CONTACT DETAILS	The Director – Business KERALA AGRO BUSINESS COMPANY LIMITED 3 rd Floor Trans Tower, CV Raman Pillai Rd, DPI, Vazhuthacaud, Thiruvananthapuram, Kerala 695014 Phone No: 0471 2461452 Email: kabco.info@gmail.com

*Applicants are advised to submit proposals strictly as per terms and conditions of the EOI Documents and not to stipulate any deviations/ exceptions.

*Two Sets of hard copies to be submitted in sealed envelope.

*Clarification(s)/ Corrigendum(s) if any shall be available only on www.kabco.co.in



NOTICE INVITING EXPRESSION OF INTEREST (EOI) (For Empanelling of documentary agency for documentation of NAWO-DHAN)

State- Kerala, Country – India

Date 29/10/2024.

EOI Reference No. – 03/KABCO/NAWO-DHAN/DOCUMENTARY AGENCIES/2024

[EOI to be published on web portal: : www.kabco.co.in and www.keralaagriculture.gov.in. etc.

Subject: Empanelling of documentary agency for documentation of NAWO-DHAN “New Agriculture Wealth Opportunities Driving Horticulture and Agribusiness Network Project” in the State of Kerala.

1. Introduction to KABCO and NAWO-DHAN

KABCO: KERALA AGRO BUSINESS COMPANY LIMITED (KABCO) is a Public Limited Company, incorporated under the Companies Act as a Company limited by Shares. It is classified as State Govt company and is registered at RoC-Ernakulam and vide GO(Ms) 74/2024/Agri dated 08.07.2024 KABCO has been nominated by the Government of Kerala as the Special Purpose Vehicle (SPV) to implement NAWO-DHAN.

NAWO-DHAN (New Agriculture Wealth Opportunities Driving Horticulture and Agribusiness Network Project): Fruits, Vegetables and Commercial crops farming has emerged as one of India’s fastest growing and most profitable sectors, driven by rising demand for fresh and frozen produce both domestically and internationally. In Kerala, a unique initiative called “NAWO-DHAN,” implemented by the Department of Agriculture (DoA) through the Special Purpose Vehicle (SPV) Kerala Agro Business Company “KABCO”, aims to harness the potential of vacant, fallow, and underutilized land for hi-tech commercial farming. This program would promote advanced agricultural production practices including horticulture, protected cultivation, precision farming, hi-tech intercropping, hydroponics, apiculture, etc. By capitalizing on these unutilized land resources, NAWO-DHAN will aim to boost production levels, add value, generate employment, foster self-reliance, create valuable export opportunities and drive focused sector growth resulting in a major boost to the Kerala’s economy. Primary objective of NAWO-DHAN project is to identify and cultivate high-value fruits, vegetables and commercial crops suitable for international markets; develop a sustainable and profitable farming model; enhance the income of farmers and Agripreneurs through export-oriented agriculture; promote modern and scientific farming techniques and to establish Kerala as a key exporter of high-value agricultural produce.

Role of KABCO in NAWO-DHAN

- KABCO will serve as the central coordinator for all parties involved under NAWO-DHAN, overseeing the planning and implementation of projects.
- KABCO, in collaboration with the Department of Agriculture, Government of Kerala, will facilitate the identification of vacant or underutilized land for commercial farming. This includes land available with PSUs, Government Departments/institutions, NGOs, trusts, and private lands in Kerala.
- Through Department of Agriculture, KABCO will also advise and provide guidance to the interested parties involved in NAWO-DHAN project in terms of providing information on project preparation, technical guidance on land and crop selection, costings, market related insights and other related information required for successful planning and implementation of the projects under NAWO-DHAN.
- KABCO will also organize matchmaking process and activities to connect interested parties with the projects, focusing on exports and international markets. This process will be governed by a service level agreement between the parties involved.
- KABCO will organize awareness programmes and publicity campaigns for NAWO-DHAN



2. Scope of Requirements

- A unique initiative called “NAWO-DHAN,” implemented by the Department of Agriculture (DoA) through the Special Purpose Vehicle (SPV) Kerala Agro Business Company “KABCO”, would like to explore the vacant lands, fallow lands, and underutilized land with PSUs, Government Departments/institutions, NGOs, trusts, and private lands, etc for hi-tech commercial farming in Kerala which are to be documented through various document tools

The selected agency will be responsible for:

- Documenting all activities including preliminary meetings, trainings, capacity building, B2B, B2C, reviews etc.
- Conducting field visits to various programme sites.
- Capturing high-quality video and photographic documentation.
- Producing a series of documentaries highlighting different aspects of programme.
- Scripting, editing and post-production work to create engaging and informative content.
- Collaborating with the KABCO to ensure alignment with project goals.

A. Creating newspaper contents to report on the progress and success stories.

This involves producing written articles and reports that will be published in newspapers. The goal is to:

- **Highlight Key Milestones:** Regularly update the public on significant achievements and progress in the Commercial Farming initiative.
- **Feature Success Stories:** Share inspiring stories of cultivators who have benefited from the initiative, showcasing their journey and the impact on their livelihoods.
- **Provide Expert Insights:** Include interviews with agricultural experts and project leaders to offer deeper insights into the techniques and technologies being used.
- **Engage a Broader Audience:** Reach a wide audience, including policymakers, potential investors, and the general public, to raise awareness and support for the initiative.

B. Providing regular social media updates to engage the community and stakeholders.

This involves using social media platforms to keep the community and stakeholders informed and engaged. The strategy includes:

- **Frequent Posts:** Share updates, photos, and videos of ongoing activities, events, and milestones in realtime.
- **Interactive Content:** Create engaging content such as polls, Q&A sessions, and live streams to encourage interaction and feedback from the audience.
- **Highlighting Achievements:** Use social media to celebrate successes and recognize the contributions of farmers, partners, and team members.
- **Building a Community:** Foster a sense of community among followers by sharing stories, tips, and best practices related to Commercial Farming

C. Conducting live or recorded sessions to showcase real-time farming activities and interviews.

This involves organizing live broadcasts or recording sessions to provide an immersive experience of the farming activities. The approach includes:

- **Live Demonstrations:** Conduct live sessions through National TV Channels (Malayalam) where viewers can watch farming activities as they happen, such as planting, harvesting, and using advanced farming equipment.
- **Interviews with Farmers:** Record interviews with farmers to share their experiences, challenges, and successes, providing a personal touch to the documentation.
- **Educational Content:** Create informative sessions that explain the techniques and technologies being used, helping viewers understand the benefits and applications of Commercial Farming.
- **Audience Interaction:** Allow viewers to ask questions and interact with the farmers and experts during live sessions, making the experience more engaging and informative.

D. Producing a short film (Reference: The elephant whisperers) summarizing the overall impact and achievements of the initiative



This involves creating a comprehensive short film that encapsulates the essence of the initiative. The film will:

- **Narrate the Journey:** Tell the story of the initiative from its inception to its current state, highlighting key moments and milestones.
- **Showcase Success Stories:** Feature in-depth profiles of farmers and communities that have benefited from the initiative, illustrating the positive impact on their lives.
- **Visual Appeal:** Use high-quality visuals, including drone footage, time-lapses, and close-up shots, to create an engaging and visually appealing narrative.
- **Convey the Message:** Clearly communicate the goals, achievements, and future aspirations of the initiative, inspiring viewers and potential stakeholders to support and participate in the project.

Eligibility Criteria:

Interested agencies must meet the following criteria:

- Holds a TV channel
- Proven experience in documentary production, particularly in the government sector.
- Availability of professional equipment and skilled personnel.
- Demonstrated ability to deliver high-quality content within stipulated timelines.
- Previous work samples and client references.

Evaluation Process:

The selection will be based on:

- Quality and relevance of previous work.
- Technical and creative approach proposed.
- Cost-effectiveness of the financial proposal.
- References and client feedback

Submission Requirements:

Agencies are required to submit the following documents:

- Company profile including experience and expertise.
- Portfolio of previous work, especially related to agriculture or similar fields.
- Detailed proposal outlining the approach, methodology, and timeline.
- Financial proposal including cost estimates for the entire project for 1 year(one year).

Examples of documentation requirements:

- I. Main news reports about the NAWO-DHAN project should be shared through news bulletin throughout the year.
- II. Promotions to be done before and after the whole production of NAWO-DHAN Documentary
 - News footage in at least 100 bulletins
 - 40sec "News story" in bulletins related to milestone events specified by KABCO
 - Prominent articles on official News Websites and digital platforms
 - Reels on official Instagram and Viral cuts on FB page
 - Posters on the project to be shared on all digital platforms
 - Short film on NAWO-DHAN

Applicant should furnish all the related details along with the detailed application and documentary evidence

After shortlisting agencies through the EOI, following which Request for Proposal (RFP) will be issued inviting technical and financial bids for completion of procurement. Only those who get shortlisted in the EOI will be eligible to participate in the tender process.



3. Submission of EOIs and Shortlisting

Offline Submission: Interested documentary agencies as stated above and as per information furnished having clear legal title are invited to send their expression

KABCO will review the responses and may seek further clarifications and information from certain respondents. These requests for clarifications or information may take the form of communication by telephone, in writing or emails. KABCO will not bear any costs relating to the preparation and submission of the EOI responses.

4. Documents to be submitted by the Applicants

- i. Form of application: The Application Form shall indicate willingness of APPLICANT to participate in the process. The Application Form shall be submitted on the letter head of the documentary agencies (if applicable) or shall be submitted by the prescribed format of application (documentary agencies) ii.

FORMATS:

A. Format-1: Documentary agency

Duly signed and stamped copy of the EOI: To be signed on all pages and submitted both in offline , as part of the proposal of the Applicant.

- iii. All the necessary documents supporting the applicant's eligibility to participate in the EOI.

5. Important Notice

Priority would be given to interested commercial documentary agency in Kerala

The KERALA AGRO BUSINESS COMPANY LIMITED reserves the right to have negotiations with any or all, accept or reject any or all of the EOIs received or annul this process at any time without assigning any reason whatsoever.

The EOI does not constitute a solicitation. KABCO reserves the right to change or cancel the requirements at any time during the EOI and / or solicitation process. Thus, submitting a response to this EOI does not automatically guarantee that your company will be considered for receipt of the solicitation If / when issued.

The expression of interest must be communicated directly by the documentary agency who is a holder of a valid power of attorney. Kindly be informed that the KABCO does not subscribe to agent fees under any circumstances, and this is to be stipulated in the contract.



This is an expression of interest for documentary agencies empanelment for NAWO-DHAN project through tendering process.

Interested parties should fill up and sign the enclosed Expression of Interest form and submit the same along with their applications to the following address:

The Director - Business,
KERALA AGRO BUSINESS COMPANY LIMITED
3rd Floor Trans Tower,
CV Raman Pillai Rd, DPI, Vazhuthacaud,
Thiruvananthapuram, Kerala 695014
Email: kabco.info@gmail.com

The EOI should be received at the above address on or before 8th November 2024, 5pm. KABCO reserves the right to extend the time of submission.

The EOI should be complete in all respects and signed on all pages and shall be delivered in a sealed envelope and with "EOI for "NAWO-DHAN" clearly written on it along with the EOI Number and also should be sent by an email. Late offer and any delay by post / courier will not be entertained. A documentary agency who willing to undertake the documentation activities for NAWO-DHAN should submit their offers in a sealed envelope clearly mentioning the above. The Expression of Interest may be submitted either by the documentary agencies or any authorized representative. Representative will have to enclose the letter of authority along with the expression of interest. Otherwise, the Eoi is liable to be considered null and void at any stage as per the decision of KABCO. No brokerage will be paid by KABCO.

Selection of the agencies shall be made, through procedures duly approved by Government, based on the details submitted in the EOI. The interested documentary agencies will be scrutinized by the expert committee based on the criteria selection.

This document does not constitute an offer or invitation, or solicitation of an offer, nor shall this document or anything contained herein, form a basis of any contract or commitment whatsoever. KABCO reserves the right to cancel or modify this Expression of Interest without assigning reason(s) whatsoever.

The procurement is proposed to be completed by November 2024.

The Director - Business
KERALA AGRO BUSINESS COMPANY LIMITED
Thiruvananthapuram



Format: Documentary Agencies Profile

EXPRESSION OF INTEREST FORM - Reference No. – 03/KABCO/NAWO-DHAN/DOCUMENTARY/2024

To,
The Director -Business,
KERALA AGRO BUSINESS COMPANY LIMITED
3rd Floor Trans Tower,
CV Raman Pillai Rd, DPI, Vazhuthacaud,
Thiruvananthapuram, Kerala 695014
Email: kabco.info@gmail.com

Sir,
Sub: **Expression of Interest for Empanelling of Documentary Agencies for Documentation of NAWO-DHAN “New Agriculture Wealth Opportunities Driving Horticulture and Agribusiness Network Project” in the State of Kerala.**

This offer is with reference to the advertisement released in the press / put up at KABCO website (www.kabco.co.in) for empanelling the documentary agencies for commercial farming related activities for expression of interest under NAWO-DHAN. The details of the documentary agencies empanelment are as under:

SI No.	Particulars	Details (to furnish documentary evidence, as necessary)
1.	Name of the Agency	
	Details of Applicant	
	Year of Establishment	
	Company Registration Certificate	
2.	Contact Information	
	Mobile Number	
	Email Address	
3.	Mailing Address	
	Street	
	City	
	State	
	Postal Code	
4.	Experience	
	Years of Experience in Documentary Production	
	Relevant Projects Completed	
5.	Team Composition	
	Key Personnel and Their Qualifications	
6.	Technical Capabilities	
	Equipment and Technology Used	
	Editing and Post-Production Facilities	
7.	Previous Work	
	Portfolio of Previous Work (attach samples)	
	Client References	
8.	Proposed Approach	
	Methodology for Documentation	



	Timeline for Project Completion	
10.	Certifications & Documents	
	Tax Identification Number	
	Bank Account Details	

I/We, hereby confirm that, all the terms and conditions specified with respect to this Expression of Interest are acceptable to me. I/We further confirm that all the required details have been furnished and if this Expression of Interest form is incomplete in any respect on my part, then the same is liable to be rejected at the discretion of KABCO.

I am/We aware that KABCO is not bound to accept the Expression of Interest and will not be required to give any reason for rejecting this Expression of Interest.

I/We, further certify that I, am/We an authorized signatory of my company and am, therefore, competent to submit the details towards this Expression of Interest.

Yours faithfully,
(Signature of the self / authorized signatory)
Name:
Designation: