



**KERALA STATE FILM DEVELOPMENT CORPORATION Ltd.
DEPARTMENT OF CULTURAL AFFAIRS
GOVT. OF KERALA**

No.4433/T1/2023/KSFDC

18.04.2024

**RE-EXPRESSION OF INTEREST INVITED FOR
FILM POLICY**

Re-Expression of Interests (EOI) are invited from competent agencies for assisting in drafting a comprehensive film policy for state of Kerala. Last date of receipt of EOIs: by hard copy till **3.00 PM on 30.04.2024**. For specifications, terms and conditions log on to www.ksfdc.in

Sd/-
Managing Director

INVITATION OF EOI FOR ASSISTING IN DRAFTING A COMPREHENSIVE FILM POLICY FOR THE STATE OF KERALA

Terms and Conditions

Expression of Interests (EOI) are invited from competent for assisting in drafting a comprehensive film policy for state of Kerala.

1. PROFILE OF THE FIRM:

- a. The firm must have a proven track record in policy development and drafting, with specific experience in the entertainment or cultural sector preferred.
- b. Demonstrated expertise in conducting research, analysis, and stakeholder consultations to inform policy formulation.
- c. Availability of a multidisciplinary team with expertise in policy analysis, economics, law, and other relevant fields.
- d. Experience working with government agencies, industry associations, and other stakeholders in a collaborative and consultative manner.

1.1 KEY PERSONNELS

- Lead Policy Analyst
- Senior Policy Consultant
- Legal experts
- Economists
- Industry specialists
- Advisors

1.2 EXPERIENCES AND CAPABILITIES

- Previous experience in drafting comprehensive policy documents, preferably in the areas of film, tourism, or cultural affairs.
- Ability to grasp the evolving dynamics of the film industry and propose innovative solutions to address emerging trends and challenges.
- Familiarity with the regulatory frameworks governing the film industry at the national and state levels, with a focus on identifying opportunities for policy interventions and reforms.

2. SCOPE OF WORKS:

- a. Assisting in drafting a film policy for Kerala as a frontrunner in the cinema industry nationwide, fostering artistic expression through film.
- b. Grasping the evolving dynamics of the film industry, spanning from production to the distribution and screening of movies.
- c. Cultivating a conducive environment for the creation, financing, and dissemination of Malayalam cinema within the state and beyond, on both national and global scales.
- d. Promoting increased film production in Kerala to boost film tourism in the region.
- e. Enhancing the viewership of Malayalam films across India and worldwide.

3. THE PROPOSED POLICY SHALL INTERALIA INCLUDE

- a. Development of comprehensive promotional campaigns showcasing Kerala as a prominent hub for the film industry, targeting both domestic and international audiences.
- b. Research reports analyzing the evolving trends and challenges within the film industry, covering aspects from production techniques to distribution strategies.
- c. Establishment of funding initiatives and resources to support the creation and proliferation of Malayalam cinema, facilitating collaborations with local and international stakeholders.
- d. Execution of film production incentives and grants to attract filmmakers to shoot in Kerala, leveraging its scenic locales for film tourism.
- e. Implementation of marketing strategies aimed at expanding the reach and viewership of Malayalam movies across diverse demographics within India and worldwide.
- f. Continuous monitoring and evaluation mechanisms to track the progress and impact of initiatives undertaken, ensuring alignment with overarching objectives and making necessary adjustments as needed.

4. PROJECT TIMELINE

- a. Initiation (start of the project): within 7 working days from the date of signing the work contract and receipt of advance payment.
- b. Submission of the first draft of the policy document :50 days from the date of initiation.
- c. Submission of the final draft of the policy document :100 days from the date of initiation.
- d. Consultations shall be held in the first 20 days from the date of initiation.

5. FINANCIAL QUOTE

The financial quote to be inclusive of GST

5.1. STAGES OF PAYMENT

- Upon signing of the work contract = 10%
- Upon completion of stake holders meeting = 15%
- Upon submission of the first draft of the policy document = 25%
- Upon submission of the final draft policy document = 50%

5.2 BILLING TERMS

- Work will commence after invoicing of the advance payment
- The invoice will be raised based on the estimated completion of work.

Other details

- Empanelment with government agencies if any
- Collaborations and Partnerships
- Training and Capacity Building
- Quality Assurance and Accreditation
- Success Stories and Testimonials