

## QUOTATION NOTICE

Quotation No: KUDSIT/623/A&C/2024/2025

17.01.2025

Competitive quotations are invited from the **individuals / companies / firms / organizations for Video making for admission and branding purpose** as per the attached specification. The last date of receipt of quotations is on **24.01.2025 at 03.00 pm**. The received quotations will be opened on the same day at 03.30 pm in the presence of available bidders.

### **Technical Specifications:**

#### **Video Requirements:**

- Talking-head interviews with;
  1. Faculties (expert insights, course overviews)
  2. Alumni (success stories, career paths)
  3. Students (life at DUK, academic experiences)
  4. Campus tour videos showcasing facilities, labs, and resources
  5. Course-specific videos (e.g., AI, Data Science, Cybersecurity)
  6. Testimonial videos (students, alumni, industry partners)

#### **Video Formats: (Min. 10 videos in different formats)**

1. Social media shorts (60-second clips for Instagram, Facebook, Twitter)
2. Television commercials (30-second, 60-second spots)
3. YouTube explainer videos (2-3 minute in-depth courses, programs)
4. Instagram Reels and IGTV content

#### **Style and Tone:**

1. Engaging storytelling
2. Professional visuals and sound design
3. Inspirational and informative narrative
4. Consistent branding (DUK's logo, color scheme, typography)

**Timeline:**

- Pre-production: 2 weeks
- Production: 3-4 weeks
- Post-production: 4-6 weeks

**GENERAL TERMS AND CONDITIONS**

- Taxes, duties, and other charges must be mentioned explicitly. Quotations must have a minimum validity of 30 days.
- Quotations will be evaluated based on cost-effectiveness, media reach, and agency credentials. DUK reserves the right to accept or reject any or all quotations without assigning any reasons.
- The selected agency must comply with all statutory and regulatory requirements.
- Information related to the campaign must not be disclosed to third parties without prior written consent.
- The quotation shall be submitted on letter head with seal and sign.
- DUK reserves the right to cancel the order in case the services are not provided within the stipulated period or non-fulfilment of contractual obligations.
- Payment will be made only after the satisfactory certification by the DUK authority and receipt of invoice.
- A firm should submit only one proposal. If a firm submits more than one proposal, all such proposals shall be disqualified.

The quotation should be addressed to “The Registrar, Purchase Section, Kerala University of Digital Sciences, Innovation and Technology (Digital University Kerala), Technopark Phase IV, Mangalapuram, Thonnakkal PO, Thiruvananthapuram 695 317” in a sealed cover super scribed **“quotation for Video making for admission and branding purpose”**.

Sd/-  
Registrar