CALL FOR EXPRESSION OF INTEREST
IN
Developing Mobile Application
FOR
Fisheries Department
Govt of Kerala

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1.   Introduction

1.1   Purpose

Purpose of the EOI is to identify a startup for the development of mobile application for the fisheries department under Government of Kerala.

1.2   Product Scope

The Scope of the EOI is to develop a mobile application for Fisheries Department. The mobile app shall cater to fish farmers, fishermen, officials, associated vendors and public as detailed below:

Fishermen/Fish Farmer:
- ⬜ Provision to profile each fish farmer/fishermen (address, contact etc, GPS(optional), fishermen registration no to be included)
- ⬜ To get details about various schemes and programs implemented by the department.
- ⬜ To get details about the fish farms, hatchery and their produce (including Government fish Farms) with concerned images of fish farms and images of available fish/produce.
- ⬜ Get notifications on various training programs offered by the department and to get access to the online market place

Officials :
- To keep track on the progress of the scheme and to generate reports as and when required.
- To announce new schemes and programs to users.
- Get detailed analytics on each schemes and programs based on usage.
- To enable updation of fish stock in Dept farms & hatcheries
- To monitor the transactions in the online marketplace.
- To add or remove users (only on admin approval).

Public:
- To understand about various schemes offered by the department. To get notifications on trainings and programs.
- To get access to the marketplace and book required quantity of fish/seed etc. The user shall see the details of the fish farmers/fishermen profile as well.

Fish vendors/ Fish Farmers
- To register and to list details of available produce in the marketplace.
- To receive purchase interest from app users
- To update the availability of produce

Guest House booking
- To register for guest house booking under the Department
- To update availability status of guest house

- To receive confirmations

Live News scroll
- To announce new schemes/ programmes

1.3   References

Fisheries Department link to be provided

2.   Overall Description

2.1   Product Perspective

- Fisheries Department with the support of Government of Kerala is implementing various schemes for promoting fisheries among fishermen, fish farmers and public. There are lots of beneficiaries to the schemes and currently not mapped realtime. And also the public are not clearly aware about the fish farms (Both fishes/ fish seeds) around them.
- Even though the department is doing various training and awareness programs, they are not reaching completely among the public.
- In order to reduce this gaps mentioned above the department envisages to develop a mobile application that caters to the public, officials, fishermen/fish farmers and related vendors. Through this app the department to closely interact with its stakeholders.

2.3   User Classes and Characteristics
1. Super admin
2. Director / Officials of Fisheries Directorate
3. Fishermen/Fish Farmer
4. Fish Vendors
5. Public

2.4   Assumptions and Dependencies
The data/ report generated through the mobile app shall be integrated with the existing website of Fisheries. The marketplace mentioned shall be equivalent to an ecommerce platform for the stakeholders as mentioned above.

3.   External Interface Requirements
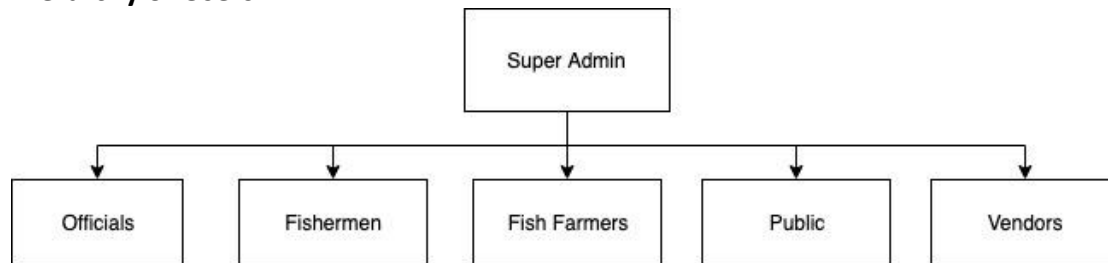### 3.1   User Interfaces
The user interface has to be simple and easy to navigate. All the menu options and buttons to be placed properly and neatly with good visibility. The app shall also be multilingual and shall support atleast english and malayalam.

3.2   Software Interfaces

The department currently has a website for detailing all the schemes and the critical data generated through the app shall be made visible as a dashboard in the website. Necessary API shall be provided by the startup on request.
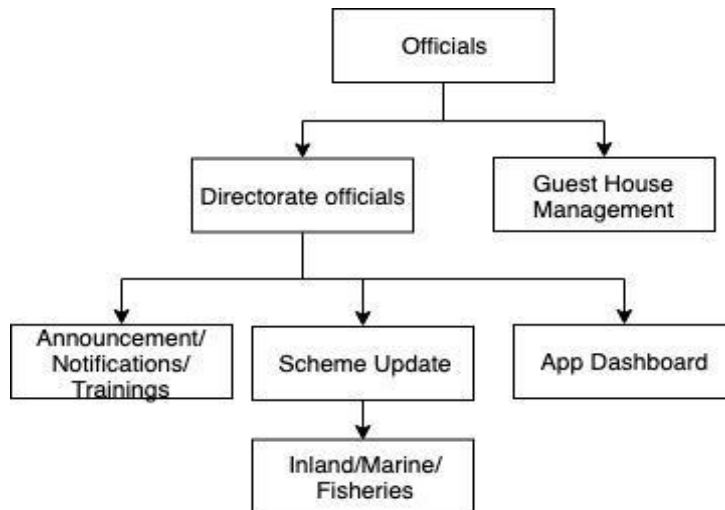
4.   System Overview

Hierarchy of Users

4.1   Officials

The intent of the module is to give access for the officials as follows:
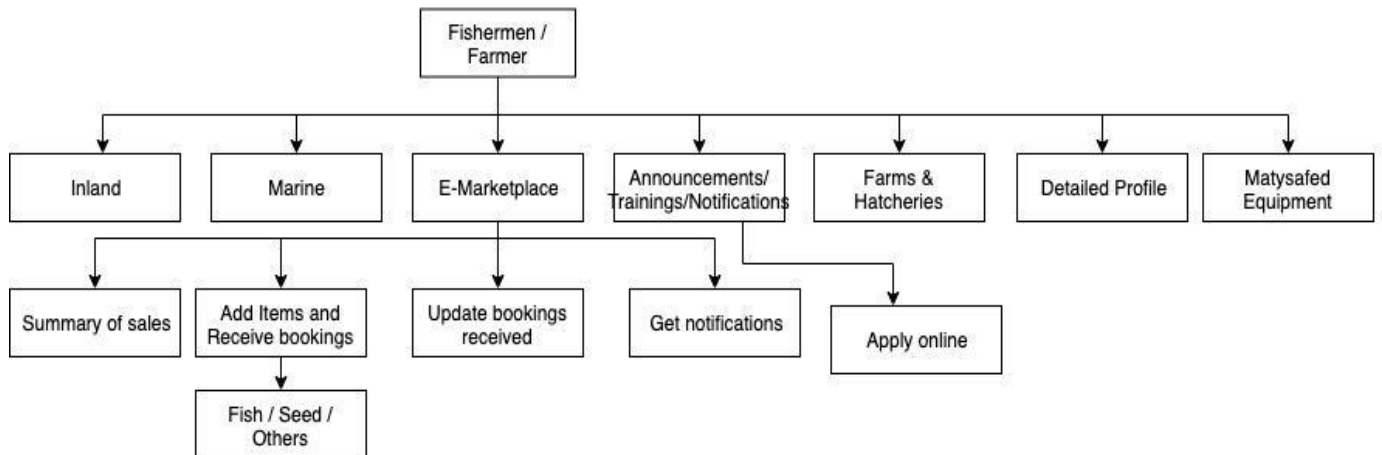

Fish Farm management module to be included for the officials
Fisher folk register- OTP registration for fishermen;

- To create new user account by the super admin. Admin shall create multiple official user accounts with the provision for adding official account under each newly added official account.
- The officials shall be given access to manage fish farms modules
- To issue notifications on trainings and new scheme launches or weather announcements
- To issue interest form for training along with notification The interest form shall fetch data from user account if the applicant is a registered user of the app. If not basic details like name, phone no may be collected.
- To add fish information as per the template followed by the department.
- To add details on equipments supplied by Matsyafed and details of the store providing the same.
- Provision to add new schemes / modify new schemes. Each scheme content shall comprise of text content, images, Youtube video link and a pdf document
- Provision for seeing the app dashboard, shall include the number of fish farmers/fishermen registered, vendors registered, officials registered, public usage, realtime update on the call for training program in progress etc.
- Generate reports on fish farmers/fishermen and other stakeholders.
- Overall monitoring on the marketplace. Analytics only required

Fishermen/Fish Farmer

- The registration of Fishermen shall be based on the Fisher Folk Register. The api for the same shall be provided from the department based on the template given
- Live weather of the user's region
- Get access to schemes belonging to Inland /Marine / Fish Farms & Hatcheries scheme as per the format given by the department.
- Get notifications on trainings, new scheme launch or weather announcements.
- Provision for applying for trainings/ showing interest for the training via the app.
- Get access to marketplace
- Add items
  - - Type of Fish/fish Seed-
  - Category- based on size
  - - Quantity of Fish
  - - Weight per fish/ overall weight
- Receive bookings
  - - Give alerts required quantity/weight
  - - Decline/ Accept the received booking from a user . Reason for rejection optional
  - - each received booking shall be valid for a stipulated time as decided by the department
  - - Upon booking by a user the quantity shall be deducted from the overall available quantity.
  - Once the requested user comes and makes the purchase, provision shall be given to the fish farmer to mark it as sold.

- Generate report on overall requests received and declined.
- To get details on directory of matsyafed outlets for purchasing equipments which are added by the officials

- Feedback to be included – summary of successful sales
- SMS /push notifications

Public's Module

- Register detailed profile.
- Live weather of the user's region
- Get access to schemes belonging to Inland /Marine / Fish Farmers & Hatcheries scheme as per the format given by the department.
- Get notifications on trainings, new scheme launch or weather announcements.
- Provision for applying for trainings/ showing interest for the training via the app.
- Get access to marketplace
    - Online booking facility through the marketplace- confirmation
    - Fish/Seed based on the quantity available
    - Reserve required quantity with the fishermen
    - This shall be intimated to the Fishermen
    - The buyer upon offline payment to fishermen the quantity shall be deducted .

Directory
The app shall have a directory of officials with provision for modification vested with the assigned official.

5. Tentative Calendar of Events

Sl No	Milestone	Date
1	Release of EoI	31/10/2019
2	Last date for submission of EoI	15/11/2019
3	Interaction with Department representatives	18/11/2019
4	Qualified start-ups to submit the technical document of the mobile application	23/11/2019
5	Technical Evaluation of the proposal	25/11/2019
6	Shortlisted startups to submit the financial bid	28/11/2019
7	Evaluation of Financial Bid	29/11/2019

6. Pre-Qualification Criteria

i. The participation is restricted to companies registered with Kerala Startup Mission.

ii. The startup shall have relevant domain knowledge in developing / working in similar Mobile applications.

Sd/-
Director of Fisheries