

**Request for Proposal (RFP) for
Design, Development, Implementation and Maintenance of IBEF Website
(www.ibef.org)**

Request for Proposal [RFP]

Date: 25 February 2021

**India Brand Equity Foundation
16th Floor, Dr Gopal Das Bhawan
28, Barakhamba Road
New Delhi – 110001
INDIA**

Important Dates	
Date of issue of RFP	February 25, 2021
Queries submission	February 25-March 8, 2021
Date of Posting Response to Queries	March 9, 2021
Last Date of Proposal Submission	March 18, 2021

[Total number of pages including this page of the RFP: 18]

SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 **Introduction**

1.1.1 India Brand Equity Foundation (IBEF) is a trust established by the Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry to promote Brand India.

1.1.2. IBEF proposes to appoint an agency to **Design, Develop, Implement and Maintain the responsive Website for IBEF with content migration from existing website (www.ibef.org)**.

1.1.3. The agency should be an established web design, development, implementation and maintenance company with a proven track record.

1.1.4. The agency will be appointed to design, develop, implement and launch the website for IBEF within 3 months from the date of award of work order and to maintain the website for a period of two years from the date of successful launch of the website. Maintenance period is further renewable for a period of one more year subject to the performance of the agency.

1.1.5. Interested agencies are invited to submit the proposals, which must include the following, as detailed subsequently in this document:

- a. An Eligibility Proposal (Documentary evidence to be submitted to prove eligibility. Refer to 1.2 on page no. 3 and 1.4 (a) on page 4 of this RFP document)
- b. A Technical Proposal and
- c. A Financial Proposal

1.1.6. It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and
- (ii) IBEF is not bound to accept any of the proposals submitted.

1.1.7. The agencies are required to provide professional, objective, and impartial service at all times and hold the IBEF's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.8. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of IBEF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the agency may lead to disqualification of the agency or termination of the contract.

1.1.9. Agencies must observe the highest standards of ethics during the selection and execution of the contract. IBEF may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

1.1.10. The family members/ blood relations of employees and/or consultants of IBEF, shall not be eligible to participate in the RFP process. Any proposal submitted by them may be summarily rejected. In case, IBEF comes to know of the relationship subsequent of the award of contract, the contract shall be liable to be cancelled. .

1.2 Minimum Eligibility Criteria

1.2.1. The agency should have an experience of over three years working in the area of Website design, development and maintenance. Copy of the certificate of incorporation should be enclosed.

1.2.2. The agency should have achieved a minimum average annual turnover of INR 1 Cr during the last three financial years respectively. A CA certificate should be enclosed stating the same along with audited accounts. The relaxation may be given to the Start-ups/MSMEs duly registered with DPIIT/MSME Ministry, Government of India. Proof of registration must be provided.

1.2.3 The agency should have demonstrated experience in handling similar projects (designing, development & implementation of CMS based Websites) of comparable stature. Detail of at least three similar projects along with the work completion testimonial (on Client's letterhead/email) and project cost is mandatory.

1.2.4. The agency should be able to provide a qualified web design, development and maintenance team, for undertaking the project. The agency is required to submit the CVs of the team members proposed to work on this project. The agency team would need to work closely with IBEF.

1.3 Scope of Work and Deliverables

The scope of project covers the Design, Development, Implementation and Maintenance of the responsive Website for IBEF with comprehensive Content Management system (CMS) and migration of the contents/data from the existing website. The current website of the IBEF (www.ibef.org) must be studied thoroughly in order to design, develop, migrate content and maintain the website.

The scope of work **does not** include content generation. The contents from the existing website need to be migrated in new environment. New content to be uploaded on www.ibef.org will be provided by IBEF. **The detailed scope of work is provided in Annexure 1.**

1.4 Preparation of Proposals

- 1.4.1 Agencies are required to submit an Eligibility proposal, Technical proposal and a Financial Proposal in three separate sealed envelopes and all three sealed envelopes must be put inside an outer envelope. Proposal must be submitted following the guidelines as specified below.

(a) Eligibility Proposal.

Documentary evidence to be submitted to support eligibility:

- i. Certificate of incorporation.
- ii. A CA certificate stating the turnover of the organization along with audited accounts for 2019-20, 2018-19 and 2017-18.
- iii. Detail of at least three similar projects along with the Letter of Award/Purchase order, work completion testimonial on client's letterhead/email indicating the cost of the project.

A participating agency which has earlier been barred by IBEF, Department of Commerce, NIC or blacklisted by any State /UT Government or Central Government Department / Agency in India from participating in bidding process shall not be eligible to submit bids, if such bar subsists as on the submission Due Date. **The participating agency shall be required to furnish an declaration that there is no such bar imposed and existing as on date.**

(b) Technical proposal

- 1.4.2 The agencies are required to provide the Technical Proposal as specified below in this RFP Document.

1.4.3 The Technical Proposal shall contain the following:

- i. Technical Proposal Submission Form (**Annex IV**).
- ii. Three sample designs for website (www.ibef.org) must be provided.
Each design option/template must include the design for homepage as well as inner page of Website. Sample designs supplied with technical proposal are for evaluation purpose only. Selected agency, upon receiving the work order, will need to supply **FRESH** design options for the Website in discussion with IBEF. A committee formed by IBEF, will reserve the right to finalise the website in consultation with the selected agency. Website development will start only after the committee approves design of website.
- iii. Comprehensive details of proposed CMS and its features, security and functionalities.
- iv. Details of present clientele and projects of comparable stature;
- v. The detailed CVs of the members of team proposed for design, development, implementation and maintenance of the website for IBEF;
- vi. An undertaking/Declaration (**ANNEX V**) on the letterhead of the agency and signed by an authorised signatory, that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal (the

cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would be binding on the agency;

1.4.4 The Technical Proposal shall not include any financial information.

(c) Financial Proposal

1.4.5 In preparing the Financial Proposal, agencies need to take into account the requirements and conditions outlined in the RFP document. Financial bid must be submitted as per the format given in Annex III.

1.4.6 Letter/Form of Financial Proposal (**ANNEX III**) should include:

- I. Total cost of the project (Taxes are excluded). Total cost should be broken into the following:
 - i. Cost for Website Design, Development, Implementation and Launch of www.ibef.org.
 - ii. Cost for maintenance of www.ibef.org for a period of two years from the date of successful launch of the website.
 - iii. Cost for maintenance of www.ibef.org for an additional year after successful completion of two years of maintenance.
- II. No hidden costs or conditions will be accepted.

1.4.7 Taxes as applicable in India will be paid as per actuals and the same are **not** required to be indicated in the financial bid.

1.4.8 The cost quoted will be firm and fixed for the duration of performance of the contract. At **no point of time** will any deviation from the quoted rate be entertained by IBEF.

1.4.9 The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

1.5 Submission of Proposals

1.5.1 The original proposal (containing Eligibility Proposal, Technical Proposal and Financial Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign (s) the proposals.

1.5.2. The Eligibility Proposal should be placed in a sealed envelope and superscribed "Eligibility Proposal for Design, Development, Implementation and Maintenance of IBEF website (www.ibef.org)".

1.5.3. Technical Proposal should be placed in a sealed envelope and superscribed "Technical Proposal for Design, Development, Implementation and Maintenance of IBEF website (www.ibef.org)".

1.5.4. The Financial Proposal shall be placed in a separate sealed envelope and superscribed “Financial Proposal for Design, Development, Implementation and Maintenance of IBEF website (www.ibef.org)”.

1.5.5. All three sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be superscribed “Design, Development, Implementation and Maintenance of IBEF website (www.ibef.org)”. The bottom left corner of the outer cover should carry the full name, address, telephone numbers, e-mail ID etc. of the agency submitting the proposal.

If all three proposals are not submitted in a separate sealed envelope duly superscribed as indicated above and not put into an outer envelope and sealed, this will constitute grounds for declaring the bid non-responsive.

1.5.4 The outer envelope containing the sealed Eligibility Proposal, Technical Proposal and Financial Proposals should be addressed to:

Mr Pawan Chabra

Senior Manager

India Brand Equity Foundation

16th Floor, Dr Gopal Das Bhawan

28, Barakhamba Road

New Delhi – 110001

INDIA

Email: pawan.chabra@ibef.org

The proposals should be dropped in the **Tender Box** placed at IBEF office as per address details provided above.

1.5.5. The proposals must be submitted **on or before 18 March 2021. 5:00 PM.**

1.5.6 No proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be rejected or returned un-opened.

1.6 Opening of Proposals and Selection Process

1.6.1 The Eligibility proposals will be opened at first instance for checking the eligibility of the participating bidders. For evaluation, two bid system will be followed; after checking the eligibility of the bidders, Technical bids will be opened and evaluated. **Eligible participating bidders will be invited for a presentation of the technical proposals. Bidders will need to present the functionalities of the proposed CMS for website. Participating bidders will need to present at least three design options/templates for website. Design options must include the design of the homepage and inner page of Website. Important Dates related to this RFP are given under 1.9 in this document.**

It is clarified that prospective bidders scoring 70% and more in the Technical Proposal (please refer to **Annexure II for evaluation criteria**) will be deemed to qualify for the second stage of

the bid evaluation. At the second stage, financial bids of only technically qualifying bidding parties will be opened and the L1 bid from the technically qualifying bidders will be accepted. Financial bids need to be submitted as per the format given in **Annexure III**.

All updates related to this RFP will be announced on the tenders page of www.IBEF.org.

- 1.6.2** From the time the Technical Proposals are opened to the time the contract is awarded, if any agency wishes to contact IBEF on any matter related to its proposal, it should do so only in writing to pawan.chabra@ibef.org. Any effort by the agency to influence the IBEF in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency. **The RFP related communication and updates will be posted on tenders page of www.IBEF.org.**

1.7 Time Frame

The time frame for study of www.ibef.org, creating fresh designs and getting approved by the committee, web development including CMS, migration of content, security audit clearance, STQC certification for GIGW compliance and launching/go live will be **03 months** from the date of award of the contract.

It is clarified that the Website must be designed, developed, implemented and launched including the security audit as stated above, within 03 months from the date of award of the contract.

1.8 Payment Terms

The payment will be made for successful completion of design, development, implementation and maintenance of Website including security audit clearance and STQC certification for GIGW compliance as per schedule given below:

S. No.	Milestone	Time Frame	Payment (%) INR
1	Design, Development, Implementation and launch of Website	03 months	50% of the total project cost will be paid upon successful launch of the website.
2	Maintenance of Website for a period of two years from the date of successful launch of the website.	02 years	50% of the total project cost will be equally divided in 8 quarters and Quarterly Payment will be made at the end of each quarter.

It is clarified that the payment will be made by IBEF only after satisfactory completion of work

Data Sheet and Important Dates

S. No.	ITEM	DESCRIPTION/DATE
1	RFP Title	Design, Development, Implementation and Maintenance of IBEF Website (www.ibef.org)
2	Contact Person	Pawan Chabra Senior Manager India Brand Equity Foundation 16th Floor, Dr Gopal Das Bhawan 28, Barakhamba Road New Delhi – 110001 INDIA Email: pawan.chabra@ibef.org
3	Link for RFP updates	https://www.ibef.org/partner-with-ibef.aspx
4	Last date of Bid submission	On or before 18 March, 2021, 5 PM, IBEF office.

2.0 Language of Proposal

The Proposals and all correspondence and documents shall be written in English.

Disclaimer

1. This RFP document is neither an agreement nor an offer by India Brand Equity Foundation (hereinafter referred to as IBEF) to the prospective applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this RFP.
2. IBEF does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document and it is not possible for IBEF to consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by IBEF in relation to the statement of work. Such assumptions, assessments and statements do not purport to contain all the information that each applicant may require. Each prospective applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain

independent advice from appropriate sources.

3. IBEF will not have any liability to any prospective Applicant/ Firm/ or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the assignment, the information and any other information supplied by or on behalf of IBEF or their employees, any Agency or otherwise arising in any way from the selection process for the assignment. IBEF will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon any statements contained in this RFP.
4. IBEF will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that IBEF is bound to select an applicant or to appoint the selected applicant, as the case may be, for the services and IBEF reserves the right to accept/reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. IBEF also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the RFP Application.
5. The information given is not exhaustive on account of statutory requirements and should not be regarded as a complete or authoritative statement of law. IBEF accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
6. IBEF reserves the right to change/ modify/ amend any or all provisions of this RFP document. Such revisions to the RFP/amended RFP will be made available on the website of IBEF (www.IBEF.org).

Annexure I**Scope of work for Website Design, Development, Implementation and Maintenance of www.ibef.org**

- Website must be Responsive and in English with uniform and user friendly presentation of the contents.
- Website must be designed, developed, deployed and maintained according to W3C Guidelines and the Guidelines for Indian Government Websites (GIGW).
- The website must be developed using well established technologies preferably Open Source environment without using any third party tool or frame work, which may incur any financial implication to IBEF.
- **Hosting will be done on Indian servers.**
- Agency will need to get clearance of security audit of the website by Department of Electronics and Information Technology (DEITY) empaneled agency.
- Compliance of web standards and guidelines issued by Government of India time to time and certification by the STQC, DEITY for GIGW compliance.
- Creation of documents including user and technical manuals.
- Providing training to the users of IBEF.
- Transfer of Source code and other credentials for the website.

Website Design:

- Responsive design compatible to all hand held devices and browsers.
- Aesthetic and futuristic.
- At least three design options/templates need to be provided with technical proposal for home as well as inner page of the website. Upon selection, selected agency will need to provide FRESH designs for website for the committee to choose from. Committee will reserve the right to choose and finalize the design for the website. Development of the website will start only after the design of the website gets finalized.
- Design must have Search Engine Optimization (SEO) boosting elements/SEO friendly.
- Highly user friendly information architecture (IA) and clear navigation.
- Website speed optimization.
- Customization of user interface in terms of color, font size and language etc.
- Social Media Integration.
- Login facility and management

Website Development:

- Development of a customized Content Management System (CMS). Third party CMS will NOT be accepted.
- CMS must be flexible and scalable to accommodate suggested changes/modifications including design and IA, as and when required during contract period.
- CMS must have simple workflow and publishing controls.
- CMS should have simple and easy administration.
- CMS must have Search Engine friendly attributes.
- CMS must have robust security features.
- CMS must have robust content templates.
- CMS must support detailed analytics for each section of the website.
- Comprehensive SEARCH functionality on homepage as well as each section of the website.
- Auto archival mechanism to maintain the archived documents with proper classification and auto archival system.
- Content Migration from exiting website. Content optimization including images before migration.
- Role/Level based access to users for content updates.
- Audit trails of the documents hosted on the website should be maintained and should be accessible to the administrator as and when required.
- Content of each section of the website should be sharable by the users on multiple platforms such as Facebook, Twitter, WhatsApp, Email etc.

Website Maintenance:

- The maintenance support for two years after successful launching of the website, extendable for one more year. It would include the following:
 - Maintenance of CMS and technical modifications as and when required.
 - Creation of new web pages within existing site as and when required.
 - Website design changes as and when required.
 - Website technical functionality upgrade as and when required.
 - Monitoring and maintaining website speed, sign up process, navigation links etc.
 - Domain management
 - To design and upload banners, jQuery, graph artwork, info graphics and audio – video files etc. on the website.
 - Formatting and posting of content updates, images, videos etc. on regular basis.
 - Conversion of documents to required format such as HTML/HTML5.
 - Bug fixing and keeping website (s) secured from all possible cyber-attacks and hackers at all time.
 - Security audit as and when required.
 - Execution of SEO inputs provided by IBEF.
 - Content upload and website support on 24X7 basis.

- Keeping activity log for all web updates.
- Creation and maintenance of archive section on the website.
- Troubleshooting.

Website Hosting:

- The website would be hosted at an Indian server. Hosting of the website will be done by the agency.

Two years Maintenance and Technical support

Vendor should provide dedicated single point contact and team to attend the maintenance requirements. Vendor should maintain the website for a period of two years from the date of successful launch. Maintenance period of two years extendable for one more year. Vendor should provide technical support via email; phone, remote login and in person (if required) to address, analyze and fix any technical glitches within the existing features within 4 working hours. The scope of technical support includes rectification of errors within the already developed solution.

The technical maintenance would also include:

- Technical support in disseminating and maintaining daily News Alerts and Newsletters. The vendor would be expected to use professional email marketing tools for effective dissemination and usage of the emailers. Monthly email volume: 20 lakh
- News publishing on the website on a daily basis (Six news articles)
- Maintenance of existing CMS and technical modifications as and when suggested by IBEF.
- Domain management.
- Backup and monitoring.
- Maintenance of user registrations on the website.
- Adoption and execution of SEO inputs suggested by IBEF.
- Creation of new web pages within existing site as and when required (example: creation of events pages during IBEF events).
- Website technical functionality upgrade as and when required.
- Checking and maintaining website speed, sign up process, navigation links etc.
- To design and upload banners, jQuery, graph artwork, info graphics and audio – video files etc. on the website (s).
- Formatting and posting of content updates, images, videos etc. on regular basis.
- Following content schedule for uploading website content updates. Content schedule will be provided by IBEF.
- Conversion of documents to required format such as HTML/HTML5.
- Bug fixing and keeping website secured from all possible cyberattacks and hackers at all time.
- Remote installations of the website.
- Content upload and website support on 24X7 basis. For Brand India events 24X7

support need to be provided to upload event updates in real-time.

- Keeping log for all web updates.
- Providing 'zero downtime' web hosting services. **A dedicated server needs to be provided to IBEF for hosting IBEF website.** Data center of hosting provider MUST be situated in India. Dedicated server might be used for hosting other IBEF websites if required. **Specification of server will need to be provided with technical proposal.**
- Trouble shooting.

Annexure II**TECHNICAL BID EVALUATION CRITERIA**

Qualifying Score – 70 out of 100.

Technical Proposal Evaluation Criteria:

S. No	Evaluation Criteria	Score
1	Depth of understanding of www.ibef.org	15
2	Proposed Design (at least 3 design options for homepage and inner page):	30
3	Proposed CMS: Features and Functionalities	30
4	Credentials of website, development and maintenance team	15
5	Agency Credentials	10
	TOTAL	100

Annexure III**FINANCIAL BID**

(On the letter head of the firm submitting the bid document)

S. No.	Description	Amount (INR)
1	Cost for Website Design, Development, Implementation and Launch of www.ibef.org .	
2	Cost for Maintenance of www.ibef.org for a period of two years from the date of successful launch of the website.	
3	Cost of maintenance of www.ibef.org for an additional year after successful maintenance for two years.	
	TOTAL	

Note:

1. All items must be quoted.
2. All prices should be in Indian Rupees (INR) only.
3. Price should be exclusive of applicable taxes.
4. Prices should be mentioned in both figures and words.
5. Costs for all logistics like sample design, software, training booklets/ materials, photocopying, printing, binding, pre-requisite software, travelling, boarding, lodging etc. shall be borne by the bidder and are deemed to be included the bidders quote.

Annexure IV**TECHNICAL BID FORM**

1	Name of Tendering Company/Firm/Agency (Attach Certificate of registration)		
2	Name of Proprietor/Director of Company/Firm/Agency		
3	Full Address of Reg. Office		
	Telephone No.		
	FAX No.		
	E-Mail Address		
4	Full address of Operating/Branch Office		
	Telephone No.		
	FAX No.		
	E-Mail Address		
5	PAN No. (Attach attested copy)		
6	GST No.		
6	Financial turnover of the tendering company/Firm/Agency for the last 3 financial Years (Attach separate sheet if space provided is insufficient)		
	Financial Year	Amount (RS. Lacs)	Remarks, If any
	2019-20		
	2018-19		
	2017-18		
7	Details of the major similar contracts handled by the tendering Company/Firm/Agency during the last three years in the following format:		
	Details of client along with address, telephone and email	Amount of Contract (INR Lacs)	Duration of Contract (From – To)
i			
ii			
iii			
8	CV's of team members proposed for this Project	(Please attach CV's)	

Annexure V**DECLARATION/UNDERTAKING**

(On the letterhead of the firm submitting the bid document)

1. I, _____(Full Name)_____Proprietor/Director/authorized signatory of the agency/firm, is competent to sign this declaration and execute the tender documents;
2. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them;
3. The information / documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I / We, am / are well aware of the fact that furnishing of any false information / fabricated document would lead to rejection of my tender at any stage besides liabilities towards prosecution under appropriate law.
4. We have not been blacklisted by IBEF, Department of Commerce, NIC or by any State /UT Government or Central Government Department / Agency in India from participating in bidding process.

Signature of authorized person

Date:

Full Name:

Place:

Seal:

Annexure VI – CA Certificate**RFP No. IBEF/DM/2021/02/02**

To,

The Concerned Officer,

India Brand Equity Foundation

16th Floor, Dr Gopal Das Bhawan

28, Barakhamba Road

New Delhi – 110001

Sub: Original CA Certificate for IBEF RFP for Design, Development, Implementation and Maintenance of IBEF Website (www.ibef.org)

Dear Sir,

In response to release of RFP on IBEF's Website, we hereby declare that the details of total turnover during last three years:

S.no	Financial Year	Turnover (Rs. Crore)	Net Profit (INR)
1.	2019-20		
2.	2018-19		
3.	2017-18		

Thanking you,

Yours faithfully,

Authorised Signatory

Designation..... Company stamp/ Seal.....
