RFP for Design, Development, Hosting and Maintenance of Intranet Portal for India Brand Equity Foundation (IBEF)

Request for Proposal [RFP]

India Brand Equity Foundation

20th Floor, Jawahar Vyapar Bhawan

Tolstoy Marg

New Delhi – 110001

<table>
<thead>
<tr>
<th>Important Dates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of issue of RFP</td>
<td>August 20, 2020</td>
</tr>
<tr>
<td>Queries submission</td>
<td>August 20, 2020 to August 27, 2020</td>
</tr>
<tr>
<td>Date of Posting Response to Queries</td>
<td>August 28, 2020</td>
</tr>
<tr>
<td>Last Date of Submission</td>
<td>September 3, 2020</td>
</tr>
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</table>

[Total Number of Pages including this page of the RFP: 15]
SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 The India Brand Equity Foundation (IBEF) is a Trust established by 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 for Design, Development, Hosting and Maintenance of Intranet Portal for India Brand Equity Foundation (IBEF).

1.1.3 The Agency should have a proven track record for providing comprehensive technical services for website development, maintenance & security. The Agency must be capable of providing a high degree of security measures

1.1.4. The Agency would be appointed for a period of One year, further renewable for two terms of one year each, subject to satisfactory performance of the agency in the annual review and mutual consent of both parties.

1.1.5. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:
   a. Eligibility Proposal
   b. Technical Proposal
   c. 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 and at all times 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 full-time consultants (i.e.
consultants working exclusively with IBEF on retainership basis) 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 and IBEF shall be entitled to claim damages apart from engaging any other consultant/vendor at the cost and risk of defaulting consultant. It is clarified that the term full time consultants of IBEF does not refer to agencies/people, which may have been shortlisted for an assignment/project of IBEF through an RFP process.

1.2 Minimum Eligibility Criteria

1.2.1 The agency should have an experience of over five years working in the area of website design, development and maintenance. Copy of the certificate of incorporation along with MoA and AoA of the organisation should be enclosed.

1.2.2. The agency should have a turnover of a minimum of INR 1 crore each in 2018-19, 2017-18 and 2016-17 respectively. A CA certificate should be enclosed for the same for 2018-19, 2017-18 and 2016-17 and/or copies of audited financial statements may be enclosed. Format of CA certificate enclosed as Annexure 4.

1.2.3 The participating firm should not be currently blacklisted by any Central Govt. /State Govt. / Semi Govt. Organization / Autonomous Bodies or PSUs. Format of Undertaking(s) enclosed as Annexure 5 and 6.

1.3 Scope of Work and Deliverables

1.3.1 The scope of project covers Design, Development, Hosting and Maintenance of Intranet Portal. 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 as specified below.

(a) Eligibility Proposal

   I. Certificate of incorporation along with MoA or AoA of the organisation
   II. A CA certificate stating the turnover of the organisation (Format enclosed as Annexure 4) and/or audited financial statements for 2018-19, 2017-18 and 2016-17.
   III. Undertaking(s) on the letterhead of the Agency and signed by an authorised signatory, as per formats enclosed as Annexure 5 and 6

(b) Technical proposal

1.4.2 The Agencies are expected to provide the Technical Proposal as specified in this RFP Document.
1.4.3 The Technical Proposal shall contain the following:

i. Letter of Technical Proposal Submission;

ii. Concept Note: Understanding of the Project;

iii. Proposal on the approach for various deliverables under the project including but not limited to the following:
   - Proposed Design template(s)
   - Proposed functionalities
   - Proposed technical specifications
   - Proposed work flow structure for different elements in project scope

iv. New suggestions for the project;
   - Addition/deletion in proposed scope
   - New innovations
   - Best Practices
   - Other suggestions

v. Certifications (ISO, CMM etc): Valid copies of certifications to be enclosed.

vi. Comprehensive details of bidder, present clientele and projects of comparable stature;

vii. The details of the team assigned for the project;

viii. Client testimonials on email/letterhead supported by completion of works statements from clients;

1.4.4 The Technical Proposal shall not include any financial information.

(c) Financial Proposal

1.4.5 In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.4.6 Letter of Financial Proposal should include:
   i. Total cost of the project
   ii. Break-up of costs for each of the items of work listed in the Scope of work and Deliverables (Point 1.3 of this RFP Document) are to be submitted.
   iii. Cost for any other element, which is not specified in the Scope of work and deliverables of this RFP document and is considered relevant by the RFP participant must be highlighted separately.

1.4.7 GST as applicable in India will be paid as per actuals and the same is 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 (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It 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 Intranet Portal for IBEF 2020-21”.** The Technical Proposal should be placed in a sealed envelope and superscribed “Technical Proposal for Intranet Portal for IBEF 2020-21”. The Financial Proposal shall be placed in a sealed envelope and superscribed “Financial Proposal for Intranet Portal for IBEF 2020-21”.

The three sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be superscribed **“Proposal for Intranet Portal for IBEF 2020-21” with the date of submission.** 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.

1.5.3. If the Eligibility, Technical and Financial Bids are not submitted in a separate sealed envelope and not put into an outer envelope, sealed and duly superscribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.

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

   Mr. Pawan Chabra  
   Senior Manager  
   India Brand Equity Foundation  
   20th Floor, Jawahar Vyapar Bhawan  
   Tolstoy Marg, New Delhi – 110001

1.5.5. The Proposal should be submitted **on or before 5 PM on September 3, 2020**.

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 returned un-opened and can be collected within three days of submission date beyond which IBEF will not hold any responsibility for the loss of proposal.

1.5.7 The proposals will have to be submitted in a tender box kept on the Reception Desk at the IBEF office. An entry will also be made in the record sheet kept at the reception desk. It is mandatory to drop the proposal in the tender box and make an entry in the record sheet. In case a proposal is sent by courier, details of the courier will have to be emailed to the contact person responsible for the RFP for records.

1.5.8 Contact person for this RFP:

   Mr. Pawan Chabra  
   Senior Manager
1.6 Opening of Proposals and Selection Process

1.6.1 The dates of opening the proposals will be communicated via IBEF website www.ibef.org. The participating agencies will be invited to attend the opening of Proposals in person on a pre-fixed date and timing.

1.6.2 The eligibility proposals will be examined in the first stage to ascertain fulfilment of eligibility criteria and submission of required documents.

1.6.3 In the second stage, technical proposals of agencies that fulfil the eligibility criteria shall be opened to ascertain the submission of necessary documents. The Technical Proposals shall be evaluated by a committee of experts. Should it be deemed necessary, agencies may be invited for a presentation of their proposal.

1.6.4 It is clarified that prospective bidders scoring 70% and more in the Technical Proposal (please refer to Annexure 2) will be deemed to qualify for the second stage of the bid. At the second stage, the financial bids of only technically qualified agencies will be opened. The technically qualified agencies will be invited to attend the opening of Financial Proposals in person or via video conferencing on a pre-fixed date and timing.

1.6.5 The project will be awarded to the technically qualified bidder on L1 basis.

1.6.6 The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services and should be stated in INR only. Omissions, if any, in costing of any item shall not entitle the Applicant to be compensated and the liability to fulfil its obligations as per the Terms of Reference within the total quoted price shall be that of the Applicant.

1.6.7 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. 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.

1.6.8 All the results shall be published on IBEF website.

1.7 Timelines & Payment Terms

1.7.1 Timelines

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Description</th>
<th>Timeline (in Calendar Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Intranet portal Prototype presentation (2 in number to select one for deployment)</td>
<td>T0+20</td>
</tr>
</tbody>
</table>
1.7.2 Payment Terms

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Description</th>
<th>Payment Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>After the Intranet portal goes live</td>
<td>50% of the Project cost</td>
</tr>
<tr>
<td>2</td>
<td>After completion of one-year of engagement</td>
<td>Remaining 50% of Project cost</td>
</tr>
</tbody>
</table>

Note: T0 stands for the date of giving LoI / Purchase order

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.

7. IBEF will have sole ownership of all Data, Content, and Applications developed as per the agreement of this RFP or any portion of the Portal Content, together with all modifications, enhancements.
Annexure I

RFP No. IBEF/KC/2020/08/01

Scope of work

Project Objectives

Broadly, the objectives of the Intranet Portal project are as follows:

1. Intranet portal of IBEF should aim for Efficient, Transparent, Analytical, Smarter & Accountable actions for decision making process.
2. There should be provision for performance improvement & monitoring.
3. Intranet portal should make processes within IBEF entirely paperless.
4. Intranet portal should be secure enough to prevent unauthorized access, scooping, hacking, etc.

Project Scope

The Intranet Portal should be able to achieve the following:

1. Digitization and automation of IBEF’s File Management system.
2. Digitization and automation of leave and attendance management.
3. Digitization and automation of general and financial approval mechanism.
4. Sign-in-based login and authorisation system.
5. Search functionality: Ability to search by file number/type/date/user/relevant keywords
6. Tracking: Ability to track status of the file/request
7. File storage: Ability to store soft copies of the files for records on virtual server.
8. Ability to edit/add/delete contents in the file.
9. Ability to provide role/level based access to users for updates/approvals.
10. Audit trails of the documents hosted on the Intranet Portal should be maintained and should be accessible to the administrator as and when required.
11. Creation of documents including user and technical manuals.
12. Ability to download copies of respective files on local computer.
14. Aesthetics and design should be responsive, balanced and professional.

Important points to note:

1. The Intranet Portal must be developed using well established technologies preferably Open Source environment without using any third party tool or framework. IBEF will not bear any additional financial cost due to usage of any third party tool or framework.
2. The Portal should be flexible and scalable to accommodate suggested changes/modifications including design and IA, as and when required.
3. Number of users to be taken into account: 20 nos
4. Storage space for files: 200 GB
5. The Intranet portal should have a responsive design
6. The Intranet portal should have simple workflow and publishing controls
7. The Intranet portal should have simple and easy administration
8. The Intranet portal must have strong security features
9. The Intranet Portal should be developed in compliance with web standards and guidelines issued by Government of India from time to time.
10. Providing training to the users of IBEF
11. Transfer of Source code and other credentials for the website
12. The Intranet portal should be in compliance with GIGW guidelines
13. The master control of the Portal will remain with IBEF
Annexure 2

RFP No. IBEF/KC/2020/08/01

Technical Proposal Evaluation:

1. Concept Note - 10
   Understanding of project

2. Approach Proposal – 40
   • Proposed Design template(s)
   • Proposed functionalities
   • Proposed technical specifications
   • Proposed work flow structure for different elements in project scope

3. New suggestions for the project - 10
   • Addition/deletion in proposed scope
   • New innovations
   • Best Practices
   • Other suggestions

4. Quality Certification - 10
   • ISO9001 or above- 4 Points
   • CMM3 and above: additional 6 Points

5. Agency Credentials* - 10
   • 5-7 years of operation: 2 marks
   • 7-10 years of operation: 5 marks
   • 10+ years of operation: 10 marks

6. Team assigned for the project** - 15
   • 1-3 Member team: 2 marks
   • 3-5 member team: 5 marks
   • 5-7 member team: 7 marks
   • 7+ member team: 10 marks

7. Client testimonials with completion of works statements from clients – 5
   At least one client testimonial on email/letterhead after completion of project: 5 marks

It is clarified that prospective bidders scoring 70% and more in the Technical Proposal will deem to qualify for the second stage of the bid.

At the second stage, the financial bids of only technically qualifying bidding parties will be opened.

* Years of operation should be in relevant areas of service similar to that required for this RFP i.e. in the area of website design, development and maintenance.
** Against the list of proposed staff, details of tasks assigned to each staff as per his/ her experience and qualification shall influence the evaluation.
Annexure 3

RFP No. IBEF/KC/2020/08/01

Financial Proposal Evaluation

- Total cost of project

Breakup cost, is to be mentioned as follows:

<table>
<thead>
<tr>
<th>S.no</th>
<th>Head</th>
<th>Cost (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Design, Development and Hosting of Intranet Portal</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Maintenance of Intranet Portal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL*</td>
<td></td>
</tr>
</tbody>
</table>

*The total annual cost will be taken into account for the financial proposals. GST/Taxes are not to be mentioned in the financial proposal and will be paid on actuals. The project will be awarded to the technically qualified bidder on L1 basis.
Annexure 4 – CA Certificate

RFP No. IBEF/KC/2020/08/01

To,

The Concerned Officer,

IBEF, 20th Floor, Jawahar Vyapar Bhawan,

Tolstoy Marg, New Delhi-110001

Sub: CA Certificate for IBEF RFP for Design, Development, Hosting and Maintenance of Intranet Portal

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:

<table>
<thead>
<tr>
<th>S.no</th>
<th>Financial Year</th>
<th>Turnover (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2018-19</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>2017-18</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>2016-17</td>
<td></td>
</tr>
</tbody>
</table>

Thanking you,

Yours faithfully,

Authorised Signatory
ANNEXURE- 5 - UNDERTAKING APROPOS NOT BEING BARRED/BLACK LISTED

RFP No. IBEF/KC/2020/08/01

To,

The Concerned Officer,

IBEF, 20th Floor, STC Building, Jawahar Vyapar Bhawan,

Tolstoy Marg, New Delhi-110001

Sub: Undertaking for IBEF RFP for Design, Development, Hosting and Maintenance of Intranet Portal

Dear Sir,

We hereby undertake that we have not been currently blacklisted by any Central Govt. /State Govt. /Semi Govt. Organization / Autonomous Bodies or PSUs.

Thanking you,

Yours sincerely,

Designation.............................. Company stamp/ Seal..............................
ANNEXURE 6 - DECLARATION (TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM)

RFP No. IBEF/KC/2020/08/01

To,

The Concerned Officer,

IBEF, 20th Floor, STC Building, Jawahar Vyapar Bhawan,

Tolstoy Marg, New Delhi-110001

Sub: Declaration for IBEF RFP for Design, Development, Hosting and Maintenance of Intranet Portal

Dear Sir,

1. We have carefully read and understood all the terms and conditions of the bid document and hereby convey our acceptance to the same.

2. The information / documents furnished along with the RFP Application are true and authentic to the best of my knowledge and belief. We are well aware of the fact that furnishing of any false information / fabricated document would lead to rejection of our bid/application at any stage besides liabilities towards prosecution under appropriate law.

3. We have apprised ourselves fully about the job to be done during the period of agreement and also acknowledged to bear consequences of non-performance or deficiencies in the services on our part.

   • We have no objection, if enquiries are made about the work listed by us.
   • We have not been found guilty by a court of law in India for fraud, dishonesty or moral turpitude.
   • We agree that the decision of IBEF in selection of Agency will be final and binding to us.

Date: Place:

Note: The above declaration is to be duly signed and sealed by the authorized signatory of the company,

Signature of authorized person

Full Name & Designation:

With Company’s Seal