Web maintenance and hosting
of India Brand Equity Foundation (IBEF)
Website (www.IBEF.org)

Request for Proposal [RFP]

Date: 05 May, 2020

India Brand Equity Foundation,
Jawahar Vyapar Bhawan, 20th Floor,
Tolstoy Marg, New Delhi 110001.

[Total Number of Pages including this page of the RFP: 10]
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 for web maintenance and hosting of its website.

1.1.3. The agency should be an established website development, maintenance and hosting company with a proven track record.

1.1.4. The website development, maintenance and hosting agency will be appointed for a period of one year, further renewable for a period of one year depending upon 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. A Technical Proposal and
   b. 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. It is clarified that the term consultants of IBEF does not refer to agencies/people, which may have been shortlisted for an assignment/project of IBEF through RFP process.

1.2 **Minimum Eligibility Criteria**

1.2.1. The agency must be able to provide a qualified web development, maintenance and hosting team, for undertaking the project for IBEF and should have demonstrated experience in handling similar projects of comparable stature.

1.3 **Scope of Work and Deliverables**

The scope of project covers maintenance and hosting of [www.IBEF.org](http://www.IBEF.org).

The RFP is only for the web maintenance and hosting of above mentioned website and not for content generation, content to be uploaded on [www.IBEF.org](http://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 a Technical proposal and a Financial Proposal as specified below.

(a) **Technical proposal**

1.4.1 The agencies are expected to provide the Technical Proposal as specified in this RFP Document.

1.4.2 **The Technical Proposal shall contain the following:**

- i. Letter of Technical Proposal Submission;
- ii. The understanding of IBEF.org and the approach for website development, maintenance and hosting;
- iii. Comprehensive details of clientele and projects of comparable stature;
- iv. The details of the web development, maintenance and hosting team proposed for the project;
- v. At least three client testimonials from clients;
vi. An undertaking 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.**

**(b) Financial Proposal**

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

1.4.6 Letter of Financial Proposal should include:

i Total cost (exclusive of applicable taxes) of the project for a period of one year.

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 (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 Technical Proposal should be placed in a sealed envelope and superscribed “Technical Proposal for website maintenance and hosting of IBEF website”. The Financial Proposal shall be placed in a separate sealed envelope and superscribed “Financial Proposal for website maintenance and hosting of IBEF websites”.

1.5.3. If the Financial Bid is not submitted in a separate sealed envelope duly superscribed as indicated above, this will constitute grounds for declaring the bid non-responsive.

Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be superscribed “Website maintenance and hosting of IBEF websites” 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.

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

Mr Kuldeep Singh
Associate Director
India Brand Equity Foundation
Jawahar Vyapar Bhawan,
20th Floor, Tolstoy Marg,
New Delhi – 110001
India
Email: kuldeep.singh@ibef.org

The proposals will need to be dropped in the Tender Box placed at IBEF office.

1.5.5. The proposals must be submitted on or before 19 May 2020, 5 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 returned un-opened.

1.6 Opening of Proposals and Selection Process

1.6.1 The two bid system will be followed; the technical bids will be opened at first instance. It is clarified that prospective bidders scoring 60% 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, financial bids of only technically qualifying biding parties will be opened and the L1 bid from the technically qualifying bidder will be accepted (please refer to
Annexure 3). Should it be deemed necessary, the technically qualifying agencies may be invited for a presentation of their proposals.

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 kuldeep.singh@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 www.IBEF.org.

1.7 Payment Terms

1.7.1 Selected agency will be paid on monthly basis. Agency will raise an invoice after end of each month upon successful completion of the assigned work. The payment will be made in twelve equal monthly instalments subject to the successful completion of the project strictly in accordance with the scope of work laid out in Annex 1.

******************

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 ([www.IBF.org](http://www.IBF.org))

- Disseminating and maintaining News Alerts and Newsletters-
  - News Alerts and Newsletters must reach inbox of all recipients. Bulk email services of third party can be used; however, IBEF will not be responsible for cost and service provided by third party for bulk email services.
- 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, news articles, blogs etc.).
- Website technical functionality upgrade (including coding) as and when required.
- Checking and maintaining website speed, sign up process, navigation links, broken links, JavaScript, CSS etc.
- 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.
- 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 cyber-attacks and hackers at all time. This includes SSL certification of website for contract duration.
- 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 2

Technical Proposal

Qualifying Score – 60 out of 100.

1. Website development, maintenance and hosting strategy -
   - Execution plan: 40
   - Depth of understanding of IBEF website: 10

2. Credentials of website development, maintenance and hosting team: 20

3. Agency Credentials -
   - Profile and track record of agency: 10
   - Other Similar projects handled by agency: 10

4. Client testimonials: 10
Annexure 3

Financial Proposal

Financial Proposal Evaluation
- Total cost of project for a period of one year to be quoted.
- Any type of conditions or optional quotes will **NOT** be accepted.
  (Taxes are excluded).

**************************************************