Request for Proposal (RFP)
for
Design, Development, Implementation and Maintenance of Department of Commerce website (commerce.gov.in) and Mobile App

Request for Proposal [RFP]

Date: 16 July, 2019

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

[Total number of pages including this page of the RFP: 25 ]
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 and bilingual Website and Mobile App for the Department of Commerce with content migration from existing website (commerce.gov.in).

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 and mobile App for the Department of commerce within 3 months from the date of award of work order and to maintain the website and mobile App for a period of two years from the date of successful launch of the website and mobile App. 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, NIC and/or the Department of Commerce 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 five years working in the area of Website and Mobile App 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. The relaxation may be given to the Start-up agency duly registered with DPIIT, Government of India. Proof of registration with DPIIT must be provided.

1.2.3 The agency should have demonstrated experience in handling similar projects (designing, development & implementation of CMS based Websites and Mobile applications) 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. Consideration will be given for the agency having sufficient experience of implementation of the project at NIC Cloud environment.

1.2.1. 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 NIC, the Department of Commerce and IBEF.

1.3 Scope of Work and Deliverables

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

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 commerce.gov.in will be provided by the Department of Commerce. **The detailed scope of work is provided in Annexure 1 and 1a.**

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 organisation.

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 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 affidavit/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 (commerce.gov.in) and three sample designs for Mobile App must be provided. Each design option/template must include the design for homepage as well as inner page of Website and Mobile App. 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 as well as Mobile App in discussion with IBEF, Department of Commerce and NIC. A committee formed by IBEF, Department of Commerce and NIC will reserve the right to finalise the website and App design in consultation with the selected agency. Website and App development will start **only after** the committee
approves design of website and mobile App for commerce.gov.in.

iii. Comprehensive details of proposed CMS and its features 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 and mobile App for the Department of Commerce;

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 commerce.gov.in.
   iii. Cost for maintenance of commerce.gov.in for a period of two years from the date of successful launch of the website.
   iv. Cost for maintenance of Mobile App for a period of two years from the date of successful launch of Mobile App.
   v. Cost for maintenance of commerce.gov.in for an additional year after successful completion of two years of maintenance.
   vi. Cost for maintenance of Mobile App 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 Department of Commerce website (commerce.gov.in) and Mobile App”.

1.5.3. Technical Proposal should be placed in a sealed envelope and superscribed “Technical Proposal for Design, Development, Implementation and Maintenance of Department of Commerce website (commerce.gov.in) and Mobile App”.

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 Department of Commerce website (commerce.gov.in) and Mobile App”.

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

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 Department of Commerce website (commerce.gov.in) and Mobile App”. 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 Eligibility Proposal, Technical Proposal and Financial Proposals should be addressed to:

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

The proposals should be dropped in the Tender Box placed at IBEF office.
1.5.5. The proposals must be submitted on or before 07 August 2019, 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 and Grievance Management System for website and mobile App. And participating bidders will need to present at least three design options/templates for website and at least three separate design options/templates for mobile App. Design options must include the design of the homepage and inner page of Website and Mobile App. 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 tender’s 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 kuldeep.singh@ibef.org. Any effort by the agency to influence the IBEF, Department of Commerce and NIC 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 tender’s page of www.IBEF.org.

1.7 Time Frame

The time frame for study of commerce.gov.in, creating fresh designs and getting approved by the committee (of Department of Commerce, NIC and IBEF), 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 as well as Mobile App, both 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 and Mobile App including security audit clearance and STQC certification for GiGW compliance as per schedule given below:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Milestone</th>
<th>Time Frame</th>
<th>Payment (%) INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Design, Development, Implementation and launch of Website and Mobile App</td>
<td>03 months</td>
<td>30% of the total project cost will be paid upon successful launch of the website and mobile App.</td>
</tr>
<tr>
<td>2</td>
<td>Maintenance of Website and Mobile App for a period of two years from the date of successful launch of the website and mobile App.</td>
<td>02 years</td>
<td>70% of the total project cost. 70% of the total project cost will be equally divided in 8 quarters and Quarterly Payment will be made at the end of each quarter.</td>
</tr>
</tbody>
</table>

It is clarified that the payment will be made by the Department of Commerce only after satisfactory completion of work as certified by the Department of Commerce, NIC and IBEF.
1.9 Data Sheet and Important Dates

<table>
<thead>
<tr>
<th>S. No.</th>
<th>ITEM</th>
<th>DESCRIPTION/DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RFP Title</td>
<td>Design, Development, Implementation and Maintenance of Department of Commerce Website (<a href="http://www.commerce.gov.in">www.commerce.gov.in</a>) and Mobile App.</td>
</tr>
</tbody>
</table>
| 2      | Contact Person        | Kuldeep Singh.  
India Brand Equity Foundation (IBEF)  
Jawahar Vyapar Bhawan, 20th Floor.  
Tolstoy Marg, New Delhi - 110001  
Tel +91 11 43845516.  
Email: Kuldeep.singh@ibef.org |
| 3      | Link for RFP updates  | https://www.ibef.org/partner-with-ibef.aspx                                                          |
| 4      | Pre-bid Meeting at IBEF office | 24 July 2019 at 11 AM.                                                                 |
| 5      | Last date of Bid submission | On or before 07 August 2019, 5 PM, IBEF office.                                                        |
| 6      | Bid Opening at IBEF office: Eligibility Bid | 08 August 2019 at 11 AM.                              |
| 7      | Presentation at IBEF: Presentation of Technical Proposal | 16 Aug 2019 (Thursday). Presentations will start at 11 AM. |
| 8      | Date of Financial Bid Opening at IBEF office | 23 Aug 2019 at 11 AM.                             |

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 commerce.gov.in

- Website must be Responsive and Bilingual (English and Hindi) 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 NIC cloud. Since the website is to be hosted at NIC Cloud (Meghraj) environment, the agency must ensure and use the available technology environment at NIC Cloud for the development.
- 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 the Department of Commerce.
- 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.
- Atleast 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 finalise 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.
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 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 should be sharable by the user on multiple platforms such as Facebook, Twitter, WhatsApp, Email etc.

Grievance Management System

The website must have a robust Grievance Redressal Mechanism. The user should be able to lodge the grievance/complaint on the website and should be able to track the status of the grievance/complaint The detailed scope of work for Grievance Management System is given in ANNEX 1a.

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.
o To design and upload banners, jQuery, graph artwork, info graphics and audio – video files etc. on the website.
o Formatting and posting of content updates, images, videos etc. on regular basis.
o Conversion of documents to required format such as HTML/HTML5.
o Bug fixing and keeping website (s) secured from all possible cyber-attacks and hackers at all time.
o Security audit as and when required.
o Execution of SEO inputs provided by the Department of Commerce.
o Content upload and website support on 24X7 basis.
o Keeping activity log for all web updates.
o Creation and maintenance of archive section on the website.
o Trouble shooting.

**Website Hosting:**

- The website would be hosted at NIC Cloud (Meghraj) environment. Hosting of the website will be done by the agency with the allocated credentials provided by NIC. Agency will need to work closely with NIC to deploy the designed and developed website on NIC server/cloud.

**Scope of Work for Design, Development, Implementation and Maintenance of Mobile App for Department of Commerce**

A Mobile App needs to be designed, developed, implemented and maintained for the Department of Commerce for its website commerce.gov.in with the following main objectives:

a) To integrate easy to use Content Management System for easily managing overall content of the App.
b) To make Mobile App accessible on all platforms like windows, Android, iOS etc.
c) To provide information to users with minimum number of clicks.
d) Development of consistent visual elements and Mobile App architecture that is scalable and expandable and W3 compliant.
e) Enhance the presentation of the content of Department of Commerce.

The scope of work for design, development, implementation and maintenance of Mobile App will include the following:

- Native App for Android, iOS for iPhone, iPad etc.
- Mobile App must be aesthetic and intuitive in design and must be bilingual (English and Hindi) with uniform and user friendly presentation of the contents.
- At least three design options need to be provided with technical proposal for home as well as inner page of the proposed App. Upon selection, selected agency will need to provide FRESH designs for Mobile App for the committee to choose from. Committee
will reserve the right to choose and finalise the design for mobile app. Development of the App will start only after the design of the App gets finalized.

- App must be designed, developed and maintained according to W3C Guidelines and the guidelines for Indian Government Websites (GIGW).
- The App 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 the Department of commerce, NIC and/or IBEF.
- Content migration from commerce.gov.in.
- Clearance of security audit of the App by Department of Electronics and Information Technology (DEITY) empanelled agency.
- Compliance of web standards and guidelines issued by Government of India time to time and certification by the STQC, DEITY for GIGW compliance.
- Comprehensive SEARCH functionality on homepage as well as each section of the website.
- Creation of documents including user and technical manuals.
- Providing training to the users of the Department of Commerce.
- Transfer of Source code and other credentials to the Department of Commerce/NIC

Grievance Management System
The Mobile App must have a robust Grievance Redressal Mechanism. The user should be able to lodge the grievance/complaint on the App and should be able to track the status of the grievance/complaint. The detailed scope of work for Grievance Management System is given in ANNEX 1a.
General requirements

a) Should use the content available on commerce.gov.in.
b) Link and integration with other Apps of Ministry of Commerce and Industry.
c) Strong social media integration.
d) User registration mechanism.
e) Offline capabilities.
f) Detailed analytics including the no. of downloads and user behaviour needs to be provided during maintenance of App.
g) User feedback and reviews mechanism.
h) View and download mechanism for documents.
i) Analytics mechanism to track and identify user experience and actions.
j) App should be able to accommodate the future scalability requirements.
k) App Admin should be easy in terms of usability and changes in design & content.
l) Network level security, traffic to be encrypted using secured connectivity.
m) Continuity measures, risk management plan for the continuity of services and data backup policy.

o) Identify risks if any post App implementation along with mitigation plan.
p) List out the assumptions related to load & infrastructure (such as mobile specifications, internet bandwidth etc.) so that response time is < 20 seconds.
r) Delivery should be in the form of a published app in the respective market place and will be the property of Department of Commerce.
t) Overall Integration, User acceptance testing & Go-Live.
u) Real time information via GPS availability.
v) Mobile App download based on phone OS and services.
w) Feature for update application with permission to download
x) One time download. No running cost for user.
y) Role based access to Department of Commerce to update the content.
z) Handover, guidance and training to Department of Commerce to make design changes, to update content and to maintain the proposed solution.

Accessibility of Mobile App Structure

a) Aesthetic and user friendly.
b) Structure overall content with proper tagging to make it reader friendly.
c) Ensure Compatibility with all platforms like windows, Android & Mac iOS etc.
d) Design should be coded using Open Source Tools.
e) Resolution independent design structure.
**Dynamic Content Management System (CMS)**

CMS should have the following features:

a) Dynamic menus: Menus and Submenus should be created based on the page-tree as pages are added and subtracted. These should be styled entirely through CSS and stored in database.

b) Audit Trail: Administrators should have access to one log in the backend or individual logs of each page where authorised user can view from which ever place the Mobile App is viewed with daily reports.

c) Role based admin access: An administrator can grant as little or as much control to content editors as needed to other controlling accounts to the Mobile App, which means if an authorised user has to update any section in Mobile App, for example About Us section, then user can modify only About Us section. All other sections should appear disabled to that user.

d) CSS Styled Content: All aspects of the core functionality should be styled on the Mobile App. Most extensions should be styled through CSS.

e) Minimal Training Required: Editing content should be as easy as editing the Microsoft word.

f) Each element on the Mobile App should easily be modified.

**Feedback Management**

a) To develop an online form for collecting feedback from Mobile App users.

b) All the feedback data should be emailed to the designated officer’s email ID.

c) A copy of all the feedbacks received should be stored in Database on server for subsequent review by the Department of Commerce.

**Mobile Apps Statistics**

a) App traffic details/analytics should be provided to analyse the popularity of the Mobile App and visitors’ behaviour pattern on the Mobile App.

b) Mobile App hits should be provided.

**Search Engine Optimization (SEO) friendly**

Mobile App must have SEO friendly attributes.

**Onsite training**

Training to Department of Commerce staff on overall workflow of the developed solution and backend administration functions should be provided.

**Two years Maintenance and Technical support**

Vendor should provide dedicated single point contact and team to attend the maintenance requirements.
Vendor should maintain the App for a period of two years from the date of successful launch of mobile App. 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, analyse 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 updation/maintenance in the source code of the Mobile App should also include quality assurance (as per NIC guidelines) i.e. Mobile Apps should be hosted after extensive testing and Apps must be 100% bug free. Maintenance also includes design updates and enhancements.
Scope of work for Grievance Management System

Grievance Management System

Grievance redressal mechanism should be an essential part of the website as well as mobile App. User should be able to lodge the grievance/complain, track and get response on his/her grievance/complain. User should be able to use Department of Commerce website and Mobile App to use the grievance/complaint management system.

Participating bidders must propose the best possible Grievance Mechanism for www.commerce.gov.in and Mobile App which includes and is not limited to the following functionalities:

Registration

- Ability to register with the help of OTP to avoid fake complaints (OTP Via SMS and Email)

Lodging a Complaint by Registered User only

- Ability to lodge a complaint.
- Ability to check status update.
- Ability to check any reply by the department to the end user.
- Ability to reopen a complaint if not satisfied.
- Ability to mark complaint as closed and provide feedback.
- Ability to provide further document or additional information if required.
- Ability to view and SEARCH historical complaints.

Lodge Complaint Detail

- Name of the business
- Contact Person
- Email
- Mobile
- Nature of complaint
- Complaint description
- Attachment etc.

Once a user lodges a complaint, an email/SMS needs to be sent to the user with complaint number. Also, admin user needs to be notified as per the notification setting.

Administration Panel (Department Use)
Dashboard
Should display summary information of the complaint management system for use by the concerned departments.

Complaints/Grievances
- Compliant Search/Sort
- Date
- Department
- Priority
- Status
- Staff assigned etc.

Complaint Administration Portal Features
- Ability to reply to a complaint - text and file attachment (Multiple).
- Add notes to the complaint.
- Merge duplicate complaints.
- Change department.
- Change priority.
- Flag a complaint to a particular staff / assign complaint to staff member.
- Change status of complaint.
- Mark complaint as resolved.
- View complain log to check who attended the complaint and what solution has been provided.
- Insert predefined replies.
- Insert Knowledgebase/FAQ link to explain the issue.

Once a new complaint or reply is made admin user should be notified via email as per notification settings.

Reporting
- Complaint Status Summary Report
- Complaint Status detailed report

Report Filters
- Date
- Department
- Priority
- Status
- Staff assigned etc.
The reports should be created on demand or scheduled as per requirement of the Department of Commerce.

**Setup**

- Notifications
- User management - two factor Authentication for admin login
- Roles and Permission
- Divisions/sections Management
- Status management
- Escalation Rules

**Priority management**

- Normal
- High
- Critical

**Spam Control**

- OTP based Spam control

**Log**

- Activity log
- Email Log
- Admin Log
Annexure II

TECHNICAL BID EVALUATION CRITERIA

Qualifying Score – 70 out of 100.

Technical Proposal Evaluation Criteria:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Evaluation Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Depth of understanding of commerce.gov.in</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Proposed Design (at least 3 design options for homepage and inner page):</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A Website Design (at least 3 design option for website)</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>B Mobile App Design (at least 3 design options for proposed App)</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Proposed CMS: Features and Functionalities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A CMS for Website</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>B CMS for Mobile App</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Credentials of website and App design, development and maintenance team</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Agency Credentials</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>
# Annexure III

## FINANCIAL BID

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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Description</th>
<th>Amount (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost for Website Design, Development, Implementation and Launch of <a href="https://commerce.gov.in">commerce.gov.in</a>.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost for Maintenance of <a href="https://commerce.gov.in">commerce.gov.in</a> for a period of two years from the date of successful launch of the website.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Cost of maintenance of <a href="https://commerce.gov.in">commerce.gov.in</a> for an additional year after successful maintenance for two years.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Cost for Maintenance of Mobile App for a period of two years from the date of successful launch of the Mobile App.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Cost of maintenance of Mobile App for an additional year after successful maintenance for two years.</td>
<td></td>
</tr>
</tbody>
</table>

**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.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 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.  
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 |
|   | 2016-17 |
|   | 2017-18 |
|   | 2018-19 |
| 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) |
<p>| i |   |
| ii |   |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>CV's of team members proposed for this project</td>
<td>(Please attach CV's)</td>
</tr>
</tbody>
</table>
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.

Signature of authorized person

Date: 

Full Name: 

Place: 

Seal: 

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