

RFP for Designing, Developing and Maintaining websites on:

- **Indian Pumps and Valves &**
- **Indian Transformers and Conductors**

Request for Proposal [RFP]

**India Brand Equity Foundation
Apparel House, 5th Floor
519-22, Sector 44
Gurgaon- 122003, Haryana.**

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SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 The 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*. The objective of IBEF is to generate awareness about Indian products to promote India as a preferred business destination.

1.1.2. The endeavor of IBEF is to target the important traditional markets overseas where Indian companies export and trade.

1.1.3. Through its digital marketing, IBEF showcases India as a credible business partner, a preferred investment destination, a rapidly growing market, provider of quality services and manufactured products and as a country on the threshold year of unprecedented growth.

1.1.4. The IBEF proposes to appoint an agency to design, build and maintain two websites, one on Indian Pumps and Valves and another on Indian Transformers and conductors

1.1.5. The Agency should be able to create **two websites**, one for Indian Pumps and Valves and another for Indian Transformers and Conductors. Websites need to be user friendly, modern and dynamic business websites while adhering to the global web standards and must be SEO/SMO friendly.

1.1.6. The Agency would be appointed for this website design, building and maintenance project only.

1.1.7. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

(i) A Technical Proposal and

(ii) A Financial Proposal

1.1.8. It may be noted that

(i) The costs of preparing the proposal are not reimbursable and

(ii) The IBEF is not bound to accept any of the proposals submitted.

1.1.9. 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.

1.1.10. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the 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.

1.1.11. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The 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.

1.2 Minimum Eligibility Criteria

1.2.1. The Agency should be able to provide a qualified web designing, building and maintenance team, for undertaking this assignment. The Agency team would work closely with the IBEF. **A confirmation letter from the Agency for being able to provide the qualified team should be attached.** Details of the team dedicated to the IBEF project should be provided.

1.3 Scope of Work

1.3.1. Agency will help IBEF in selecting and booking the domain name for the websites. Agency needs to provide suggested domain names for both websites in the proposal.

1.3.2. The websites will need to be highly user friendly and compatible with latest technologies and browsers.

1.3.3. The websites need to be **responsive**.

1.3.4. B2B match-making application on the websites with complete functionality.

1.3.5. Advance Search feature will need to be provided so that user can find relevant information after using various parameters of search such as product/product type/product specification/company name etc.

1.3.6. The agency will need to provide website maintenance services for a period of one year.

1.3.7. Web hosting will be part of maintenance and hence hosting services will need to be provided by the agency.

1.3.8. The websites need to be designed aesthetically in consultation with IBEF.

1.3.9. The websites will need to be SEO & SMO friendly.

1.4 Delivery

1.4.1. The Agency should be able to deliver aesthetically designed website which will be highly user friendly, SEO friendly and compatible with all the latest browsers and technologies.

1.4.2. The Agency should be able to provide design templates to IBEF for the finalization.

1.4.3. The Agency will change/modify the design in consultation with IBEF without any additional fee.

1.4.4. A dedicated web design, development & maintenance team will have to work as an integral component of IBEF.

1.4.5. Agency will provide samples of the concept designs of homepage and at least one template of inner web pages to the IBEF for evaluation purpose (HTML as well as Print).

1.4.6. Agency will also provide samples of B2B match making application of the proposed website.

1.4.7. Agency will provide project timelines with the proposal.

1.4.8. Agency will provide sample domain names for this website.

1.4.9. Agency can provide more than one sample design in the proposal.

1.5 Preparation of Proposals

1.5.1 Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

(a) Technical proposal

1.5.2 The Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal.

1.5.3 The Technical Proposal shall contain the following documents:

- (i) Letter of Technical Proposal Submission.
- (ii) Profile and Track Record of the Agency.
- (iii) Case studies of large brands handled, with focus on results achieved through web designing and development.
- (iv) Detail of award winning web designing and building assignment (s) handled, if any.
- (v) Defined deliverables have to be mentioned in the technical proposal with timelines.**
- (vi) Detail of the team proposed to be deployed to work with the IBEF, with qualifications and experience of the team members must be provided.

(vii) An undertaking on the letterhead of the Agency and signed by an authorized 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.

(viii) Design samples of homepage and at least one inner page in HTML as well as print form.

1.5.4 The Technical Proposal shall not include any financial information.

(b) Financial Proposal

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

1.5.6 Letter of Financial Proposal should include:

(i) Fixed Annual Fee, from the date of issue of work order.

For Financial Evaluation, the total fee for the assignment will be considered.

This Fixed Annual Fee should include costs/expenses of the Agency for undertaking work as detailed in the Scope of Work.

(ii) Break-up of costs for each of the items of work listed in the Scope of Work, if applicable (Para 1.3 of this RFP Document) are to be submitted on a separate sheet of paper.

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

1.5.8. 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.

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

1.6 Submission of Proposals

1.6.1 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.

1.6.2. The Technical Proposal should be placed in a sealed envelope and super scribed “Technical Proposal” for **Design, Development and Maintenance of a websites on Brand India Engineering** for IBEF.

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed “Financial Proposal” for **Design, Development and Maintenance of websites on Brand India Engineering** for IBEF.

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

1.6.4. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed **“Technical & Financial Proposal for Design, Development and Maintenance of websites on Brand India Engineering for IBEF”** with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos.; e-mail ID etc. of the agency submitting the Proposal.

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

Mr. Kuldeep Singh
Senior Manager- Digital Media
India Brand Equity Foundation
5th Floor, 519-522, Apparel House
Sector-44, Gurgaon
Haryana
Email: Kuldeep.singh@ibef.org

1.6.6. The Proposal should be submitted on or before **July 24, 2015**.

1.6.7 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.

1.7 Opening of Proposals and Selection Process

1.7.1. 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 1) will be deemed 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 and the L1 bid from the technically qualifying bidder will be accepted (please refer to Annexure 2). Should it be deemed necessary, the technically qualifying agencies may be invited for a presentation of their proposal.

1.7.2. 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. 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.

This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.

Annexure 1

Technical Proposal

Qualifying Score – 60%

1. Completeness of proposal - 5%
2. Clarity on the objective of the proposal - 5%
3. Design concept and website building strategy - 65%
 - Design concept
 - Information Architecture
 - B2B Application and SEARCH functionality
4. Agency Credentials - 15%
 - Profile and track record supported by testimonials of clients
 - Case studies of successfully built websites
5. Credentials of web designing, building & maintenance team – 10%

Annexure 2

Financial Proposal

L1 bid from the technically qualifying bidder will be accepted

Financial Proposal Evaluation

- Total cost of project

Breakup cost, where required, is essential.
