RFP for Mobile Application for IBEF

Request for Proposal [RFP]

India Brand Equity Foundation

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IBEF
INDIA BRAND EQUITY FOUNDATION

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 a Mobile Application.

1.1.5. The Agency would be appointed for designing, building and maintaining of mobile application only.

1.1.6. 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

1.1.7. 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.

1.1.8. 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

The Agency should be able to provide a qualified App 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

The objective of the RFP is to select a bidder who will design, develop & maintain Mobile Application for IBEF.

i) Description of work

IBEF needs to get a Mobile App developed for its existing website www.IBEF.org with the following main objectives:

a) To integrate easy to use content management system for easily managing overall content of the website.

b) To make Mobile App accessible on all platforms like windows, Android, Blackberry & Mac iOS etc.

c) To provide information to users with minimum number of clicks.

d) To get security certificate from certified vendor.

e) Development of consistent visual elements and Mobile Apps architecture that is scalable and expandable and W3 compliant.

f) Enhance the presentation of the content of IBEF.

ii) General requirements

a) Should use the content available on www.IBEF.org.

b) User feedback and reviews mechanism.

c) Analytics mechanism to track and identify user experience and actions.

d) App should be able to accommodate the future scalability requirements.

e) App Admin should be easy in terms of usability and changes in design & content.

f) Network level security, traffic to be encrypted using secured connectivity.

g) Continuity Measures, risk management plan for the continuity of services, data backup policy, business continuity plan.

h) Functional Requirement Documentation, App Design Documentation, App Installation guide, App Administration guide and App User Operation document to be provided.

i) Identification of App limitations.

j) Identify risks if any post App implementation along with mitigation plan.

k) Storage disk space and memory required for the proposed App.

l) List out the assumptions related to load & infrastructure (such as mobile specifications, internet bandwidth etc.) so that response time is always < 20 seconds

m) Delivery should be in the form of a published app in the respective market place and will be the property of IBEF.

n) Performance Testing, Security Testing & Usability Testing certification from certified vendor.

o) Overall Integration, User acceptance testing & Go-Live

p) Real time information via GPS availability

q) Mobile Apps download based on phone OS and services

r) Feature for update application with permission to download

s) One time download. No running cost for user.

t) Handover, guidance and training to IBEF staff to make design changes, to update content and to maintain the proposed solution.

iii) Accessibility of Mobile Apps Structure

a) Develop user friendly Mobile Apps.

b) Structure overall content with proper tagging to make it reader friendly.

c) Ensure Compatibility with all platforms like windows, Android, Blackberry & Mac iOS etc.

d) Design should be coded Open Source Tools.

e) Develop Resolution independent design structure.

iv) Resolution Independent Mobile Apps Structure

Mobile Apps must adjust itself automatically as per the screen resolution of the Mobile i.e. 1024*768, 1200*800 etc. Resolution independent Mobile App will automatically expand/compress itself as per the screen resolution and hence there should not be any vertical scroll in the Mobile Apps structure. There should be minimum use of flash.

v) Dynamic Content Management System (CMS) Features

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 user can view from which ever place the Mobile App is viewed with daily reports.

c) User Privileges: An administrator can grant as little or as much control to content editors or groups as needed to other controlling accounts to the Mobile App, which means if a user has to update any section in Mobile Apps, for example Reports section, then user can modify only Reports 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 Apps. 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 can be modified easily.

vi) Feedback Management

a) This shall help user department in collecting feedback from Mobile Apps users.

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

c) All the feedback data should be emailed to the designated officer's email ID.

d) A copy of all the feedbacks received should be stored in Database on the server for subsequent review by the administrator

vii) Mobile Apps Statistics

a) To help user department in analysing the popularity of the Mobile App and visitors behaviour pattern on the Mobile App.

b) To facilitate the administrator to view Mobile App hits.

viii) Search Engine Optimization

This feature should ensure that Mobile App is indexed with all popular Search Engines (Google, Yahoo, Bing & Live) using top keywords and meta description

ix) Security Auditing

Security clearance certificate should be obtained before hosting Mobile App. Security clearance certificate should be provided from certified auditor to address this requirement.

x) Onsite training

Onsite training to IBEF staff on overall workflow of the developed solution and backend administration functions at IBEF office.

xi) Two year technical support

Vendor should provide two years technical support via email; phone and remote login 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.

xii) Maintenance

Vender shall provide maintenance of Mobile App including up-gradation and updates for a period of 2 years from the date of successful deployment. 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.

xiii) Development & Hosting Environment

Front-end Mobile Apps shall be designed and developed in a visually rich and appealing format.

Web development/Hosing services should be supported on Windows & Linux platform using the state of the art technologies such as PHP/ASP .NET 3.5 or later and My SOL / Ms SQL Database Server.

1.4 Delivery

1.4.1. The Agency should be able to deliver aesthetically designed App 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. A dedicated App designing, building & maintenance team will have to work as an integral component of IBEF.

1.4.4. **Agency will provide samples of the concept designs of homepage and at least two templates of inner pages to the IBEF for evaluation purpose.**

1.4.5. **Agency will provide project timelines with the proposal.**

1.4.6. Agency can provide more than one 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) Detail of the team proposed to be deployed to work with the IBEF, with qualifications and experience of the team members must be provided.

(v) 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.

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.

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 **RFP for App** for IBEF

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed "Financial Proposal" for **RFP for App** 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 RFP for App 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
Email: Kuldeep.singh@ibef.org

1.6.6. The Proposal should be submitted on or before **May 03, 2016.**

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 Technical Proposals will, in the first instance, be examined in the IBEF to ascertain fulfillment of eligibility criteria and submission of required documents. Agencies which fulfill the eligibility criteria and have submitted all required documents in their Technical Proposal will be invited to make presentations on their Technical Proposal at a

date/time to be specified and conveyed by IBEF. The presentation would be made by team members identified to work with IBEF.

1.7.2. Financial proposals of only the qualifying agencies, which cross a threshold score of 60 in the technical proposal, will be opened. Please refer to Annexure 1 for the evaluation criteria for the technical proposal.

1.7.3. The Financial proposal will be evaluated on L1 basis. Only qualified agencies which score 60 or above in technical proposal, will be invited for financial bid opening and contract will be awarded on L1 basis. Please refer to Annexure 2 for the evaluation criteria for financial proposal.

1.7.4. 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.

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*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.

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Annexure 1

Threshold score for Technical Proposal – 60

1. Clarity on the objective of the proposal - 5
2. Design concept and App building strategy - 80
   - App design
   - CMS
   - App structure, Analytics, Security and Admin features etc.
3. Agency Credentials - 5
   - Profile and track record
   - Case studies of successfully built Apps
4. Credentials of App designing, building & maintenance team - 10

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Annexure 2

Financial Proposal – L1

Total Project cost should be provided

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