



Tender Notice

Ref No.: FSM/CC/RFQ/Website/2015-16/03 (Revised)

Date: 12/01/2016

Subject: **RFP for Website Redesign and Development**

FORE School of Management (FSM), one of the premier Business Schools in India is inviting prospective organizations through this Request for Proposal (RFP) to submit their proposal for Website Redesign and Development.

Interested vendors are requested to submit their proposal in a closed envelope mentioning “**RFP of Website Redesign and Development**”. The General Terms & Conditions, Scope of Work and other relevant documents are attached:

Tender Timeline

| | |
|---|---------------------------------|
| Release of RFP (Revised) | January 12 th , 2016 |
| Proposals Due (Closing Date) | January 30 th , 2016 |
| Vendor Briefing, Presentation and Q&A's | January 20 th , 2016 |

Issued by:

**Manager Systems
FORE School of Management
B-18, Qutab Institutional Area,
New Delhi – 110016.**

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Introduction

The existing website of FORE School of Management can be accessed at <http://www.fsm.ac.in>. The existing website provides vast amount of information through various sections/ web pages. The site provides information on history and background of the Institute, and also furnishes up to date account of Academic structure, Programs/ Courses offered, Admission (Prospectus, Forms, Results), Faculty members, Research & Seminar, Management Development Program, Placement, Student Life, Jobs, Tenders, News & Events and Announcement etc.

Existing Web Site

The existing vision of the Web Portal for FORE School of Management (FSM) plans to have a dynamic *state-of-the-art* web portal which would truly reflect and add to the Institute's vibrant academic environment and campus life but the difficulty is it has been observed that over the years the traffic on FORE's website (www.fsm.ac.in) has increased significantly. FORE's website is large in size screen and takes more time in loading. Also, the existing website is not compatible with new versions of technology and hence is facing some problems. The following problems are with www.fsm.ac.in:

i) The interface and look & feel of existing website of FORE School of Management:

- www.fsm.ac.in is an interactive website at a transaction level. It has been observed that though the site is interactive but not having RSS feeds.
- It has been observed that though the website of FORE has relevant information but majority of the information is posted on the home page. Because of which the website looks cluttered (This word has been given by all 1st year students and most of the faculties). Therefore, the content of the website needs to be organized.

ii) Back end technology of existing website:

- www.fs.ac.in is developed on core PHP. This version is very old. It has compatibility issues.
- The database of website is MySQL. Even this database is old and not reliable. With an increase in database the existing FORE website will stop performing.
- With slow speed the website shows broken pages.
- The screen of the website is static. This shows that the template is not flexible. Therefore, the user interface is not appropriate.
- According to W3C fsm.ac.in has 117 errors.

Objective:

This entails a working blend of creative and latest web technologies and Eye – Catching presentation of information. The website should be elegant and uncluttered in look, and user friendly in its layout and content. Today the role of website has changed; from more displaying information it now allows transaction. Moreover, most of the website users have smartphones and so they access the website through it. Hence, the need for a mobile version of FORE’s website arises for a smaller screen and limited speed.

- a) Technical changes required in FORE School of Management’s existing website structure and thus to draw up a detailed specification for this.
- b) To draw up the appropriate specification for the smart phone version of FORE School of Management’s website.
- c) To draw up the appropriate specification for FORE’s mobile app.
- d) To provide an estimated cost required to implement point (a), (b) and (c) above.
- e) **Platform for Website, Mobile Website and Mobile Applications**
 - i. It has been suggested that a single platform (of technology) is required on which the above three services will run. At present the technology of existing website is not compatible with other advanced technologies.
 - ii. We are looking for a website that Adaptive Design (i.e. adapts to desktop, tablet and smartphone devices based on screen-size)

Scope of work:

Technical Requirement

There are many options of technologies available for each level of website development starting from Operating systems to the user interface. The following specifications have been short-listed. All the selected technologies are widely used and are compatible with other systems. Most of these technologies are open source and hence free. Below are the specifications:

1. Operating System (OS): Linux (Open Source)
2. Data Base: MySQL (It is free and is compatible with almost all Operating Systems)
3. Web Service: Apache (Most popular, free, no bug)
4. Web development language: Advanced PHP (free and widely used)
5. Screen: HTML5 + JQuery, Jscript

*Vendor must recommend the Hardware specifications (if any)

Functional Requirement

➤ **Design:**

- Clean and focused design informed by visioning exercise.
- Intuitive navigation.
- Provide a “News & Events” and “Announcement” feature to highlight updates prominently on the site’s front page.
- Student/Faculty/Alumni Speaks, Programs, Newsletters & Publication and Media Center
- Faculty information page, Academic Program, Management Development Program (MDP), Research & Seminar page design etc.
- We want Faculty/ Staff display directory information. Hence, it is enable RSS and XML Feeds on data.
- Social media integration – Facebook, Twitter, Linked-in (*How would you recommend we bring social media elements into our website?*)
- Feedback form with integration of e-Mail to respective area.

➤ **Content Management System (CMS):**

- Integrate the design and maintenance for FORE website www.fsm.ac.in
- Enable in-house content creation using a variety of design templates.
- Intuitive and easy-to-learn interface for the non-technical user.
- WYSIWYG and Drag-and-Drop interfaces wherever applicable and possible.
- Draft and publish functionality.
- Page review by specific users prior to publishing with commenting capabilities.
- Auto-archive pages when they reach a pre-determined age. Configuration of age-out should be controlled via the administration.
- Version control with revision history: time stamp and username captured along with version number.

- Generous ability to change configuration by the semi-technical and customization by the technical partner firm (*you*).
 - Forum-style engagement
 - Program or system-level access to ensure the proper operation of the site internally and across stakeholders
 - Sitemap for all the pages created on CMS.
 - PDF pages must be viewed as in HTML.
- **Search Engine Optimization:**
- SEO-friendly development, including at a minimum: appropriate use of alt tags, content-specific URLs (custom override URLs a nice-to-have feature), header tags, clean and hierarchical page architecture, and use of quality metadata.
 - The CMS have must all the above features.
- **Uploading Files**
- Easy uploads and website management by our general staff.
 - Document Library for accessing, searching, and archiving files.
 - Upload/ Save/ organize various types of files including, but not limited to: Zip, Microsoft Office documents, pdf, images, text files, and videos.
 - File sizes range from small to very large (1GB+).
 - Easy batch upload (minimal clicks).
 - Drag & Drop interface (e.g.: Windows Explorer) to upload and organize files in a hierarchical library system.
 - Maximize the potential of integration with Box; include in your proposal any prior examples of integration with file sharing services.
- **Search**
- Search capability that allows users to find content easily, including from uploaded media.
- **Calendar**
- Develop or integrate with the Institute's Outlook calendar system so multiple calendars throughout the site can be added/edited/removed by the non-technical administrator.
 - Calendar items should have at a minimum: Event Title, Date, Time, Location, Details
 - RSVP'ing and reminders are nice-to-have features with e-Mail integration.
- **Analytics**
- Integrate Google Analytics and best practices development for easy access to analytics
 - A portal to a Google Analytics dashboard in the admin panel is a nice-to-have feature
- **User-Based Permissions**
- Document and page access permissions set by user and/or role. Permissions could include view/read/write.
 - Private pages and private files that are only available to those with specific permissions derived from the Institute's Microsoft Active Directory.

- List of the roles/skills that will be necessary to maintain the site upon completion
- Payment Gateway integration on required page (ATOM & PayU) with existing application.
- **Data Import**
 - Excel spreadsheet upload with data extraction to database and applicable metadata

Training:

- Proposals should include comprehensive training to technical staff on configuration, audit reports, and management of the site. The team member responsible for training department managers on using the new site should be included in the proposal.

Support and Maintenance:

- Identify the resources needed internally and externally to support the new website after its launch. Include a budget for the external resources and describe the internal resources, i.e., skills, anticipated workload, roles, responsibilities, and workflows. Ongoing support costs should be included in the proposal. and should include, but are not limited to, the following:
- Content management system upgrades, including minor fixes to custom code or design to accommodate deprecated features or CMS changes that negatively affect the page design or function
- Work with IT department to ensure that proper backups are in place for the site
- Implement new features
- Maintain compatibility with social media sites as APIs are changed or updated
- Improve site performance and compact/repair database as required

Copyrights and Trade Marks:

The source code, text, design, trademarks, photos and graphics in editable mode, or other artwork furnished in designing of the new website shall be owned by FORE School of Management upon completion of the successful implementation of website by bidder.

Security:

- Content-Security-Policy
- X-Frame-Options
- Anti-CSRF cryptographic nonces on all secure functions
- Forensically secure logging
- Secure credential/password/secret questions and answers storage
- SSL, cookies with secure flags, cookies with Http Only and STS
- Security frameworks
- autocomplete="off" and strong passwords

General Terms & Conditions of Bid:

1. Bid Submission: Two Bid System (Technical Bid and Financial Bid):

A. The two bid system will be followed for this tender. Bidder is advised to carefully read this tender document before submitting their bid. In this system bidder must submit his offer in two separate sealed envelopes under Main Envelop as explained below.

I. Envelope No.1 “**Technical Bid**”

II. Envelope No. 2 “**Financial Bid**”

B. Bidders will be selected by the following steps given as under:

- i. Short-listing of eligible vendors satisfying the technical qualification requirements laid in this Tender document.
- ii. The Financial Bids of only those Bidders will be opened whose Technical Bids would clear the technical evaluation.
- iii. Selection of bidder as the Service Provider based on the lowest price quotes and meets the commercial qualification requirements from the technically qualified short listed vendors.

C. Preference Criteria

Bidder should qualify the following eligibility criteria:

- i. The bidder should have an office/branch in Delhi NCR.
- ii. The bidder should have a minimum of 3 years of experience in developing & maintenance, services of websites/portals/web applications.
- iii. The bidder should have executed two similar projects.
- iv. The bidder should have exposers in 3 education Institution/B-School/University.

Relevant documents supporting eligibility criteria are to be submitted along with the technical bid.

D. Evolution of Technical Bid & Financial Bid.

1.A Technical Bid:

- i. The applicants will be asked to **present 4 or 5 design templates** for the FSM portal based on their understanding of the Request for Proposal (RFP) document. The presentation will be followed by a 15-30 minute discussion.
- ii. The design templates presented by the bidder POC should demonstrate compliance with all the mandatory requirements mentioned in the RFP and also demonstrate extra capabilities.
- iii. During the POC presentation, one technical person from the vendor organization should be present to answer queries and to demonstrate various capabilities.
- iv. The proposal should address each work area in sufficient detail to demonstrate a clear understanding of the proposed design, including technology use develop the website, framework, operations and maintenance.

- v. The bidder should provide evidence of sufficient planning to show that work will be accomplished as required and on schedule, utilizing all available resources.
- vi. The applicant will be expected to provide details their past experience in specific contracts of this type. They will also be asked to provide information on performance in these contracts, and present testimonials from previous or existing clients. They will be asked to furnish details of key personnel, both supervisory and technical. Resumes of personnel must include education, experience, background, accomplishments, and other pertinent information.
- vii. All the reference/developed website should be W3C compatible.

1.B Financial Bid:

- i. The bidder who have successful qualified of the Technical Bid will eligible for Financial Bid.
- ii. The rate may be quoted for Financial Bid in a separate envelope mentioning “Financial Bid” in a sealed cover with signature of authorized person.
- iii. The Financial Bid should contain the rate against each item separately. All taxes and duties, if any must be indicated.
- iv. The bidder with lowest financial bid (L1) will be awarded.

2. Submission Deadlines: Interested bidders may send to their offer in a closed envelope mentioning “**RFP for Website Redesign and Development**” on the cover, by courier or drop it in the box kept with the security guard of FORE School of Management latest by 4: 00 p.m. on or before **30th January, 2016.**

3. Submission Delivery Address: The delivery address to be used for all submissions is:

Aurabinda Biswas
 (Manager Systems)
 FORE School of Management
 B-18, Qutab Institutional Area, New Delhi – 110 016.
 Phone No. +91-11-41242445, Email: a.biswas@fsm.ac.in

- Submission Questions and Clarifications: if any query of this Tender related, one may contact on phone no. or mail id mentioned above.
- Electronic Submissions: Electronic submissions in response to this Request for Proposal will **not** be accepted. All submissions **must** be on paper.
- A Technical Bid meeting scheduled will be informed to vendor.

4. Vendor Briefing and Q&A’s

- FORE School of Management proposes to hold a Vendor Briefing, Presentation and Q&As session One Week before Bid Submission deadline to provide a forum for an exchange of questions and answers (Q&As).
- Provision could also be made for Q&As to be submitted in writing. All Q&As would be published/made available to all interested parties.
- Interested vendor are requested to call for book an appointment for Company Presentation and Q&A round.

Payment and Other Terms & Conditions

i. Work Order:

- The Work Order will be release for those who have successfully qualified the Technical Bid and Financial Bid.
- The Work Order has to be accepted by the bidder signing and returning an acknowledgement copy of it within 5 working days. Acceptance of this Work Order shall effect a contract between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of this Work Order.

ii. Payment Term:

- 10% of the total amount as advance along with Purchase Order
- 40% payment shall be made against completion of Design Phase including Database Design, design for Home Page and other Landing Pages and Content Management System (CMS).
- 40% payment shall be made against successful development and implementation (Go-Live) of the website and acceptance by the FORE School of Management.
- Rest 10% Amount will be paid after one month from the date of Go-Live.
- TDS shall be recovered as per the rules in force.
- Subsequent support of 1 year after implementation and acceptance shall be rendered as per charges mentioned in the financial bid.

iii. Delivery Terms (Timeline):

- The Project shall be completed in Three Months from the date of issue of work order and the website must be up and running in productive use.
- The vendor must clearly state his/her development methodology along with a phase wise list of deliverables. Roles and Responsibilities of the vendor and FSM must clearly be stated at a task level. The project milestones and dates must be clearly stated in a tabular form in the proposal. The Detailed Project plan in MS Project however may be submitted within one week from the date of acceptance of work order.
- The successful bidder shall make a Presentation of User Interface and Design Document (for approval) after first two weeks from issue of work order and thereafter a weekly status update of the project progress.