**Request for Proposal for Development of** **“www.hlfppt.org” website**

**Hindustan Latex Family Planning Promotion Trust**

**Introduction:-**

We are a not-for profit organization promoted by HLL Lifecare Limited (a Government of India Enterprise) and registered under the Travancore Cochin Charitable Trust Act in 1992.

We have been supporting implementation of Reproductive and Child Health, HIV and AIDS Prevention, Care and Support programmes in partnership with Ministry of Health and Family Welfare (MoHFW), Government of India, State Governments and International Development agencies. Since 1992, HLFPPT continues to contribute towards achieving the National Health and Family Welfare development goals.

We serve in both technical and advisory capacity for implementation of different projects and programs ongoing in 18 States of India - Assam, Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttrakhand and West Bengal.

Our 700 strong professionals bring onboard multi-disciplinary technical expertise of Public Health, Research, Program Management, Hospital Management, Community Development, Capacity Building, Social Marketing, Behavior Change Communication, and Monitoring & Evaluation. Our corporate office is based at NOIDA-Delhi NCR and it functions through 8 regional offices at Bhopal, Bangalore, Lucknow, Mumbai, Hyderabad, Raipur, Orissa and Trivandrum.

**Scope of work: Inviting Proposal for WEB PORTAL DEVELOPMENT- www.hlfppt.org :**

HLFPPT is looking for an agency/firm to redesign the website for HLFPPT. Interested agencies are requested to respond to the request for proposal (RFP) with detailed proposal specifying the details as asked in the document in a sealed envelope mentioning “Technical Proposal- HLFPPT Website”. The Financial bid may be submitted in a separate sealed envelope mentioning “Financial Proposal- HLFPPT Website”, which will be opened only if the technical proposal is found acceptable.

**Technical Details**

**PROPOSAL –**

Development of new Content Management System (CMS) for HLFPPT administrator to allow for editing of pages that already exist, if required and the ability to create and manage unlimited pages. Unlimited design revisions, with the new design compatible with all browsers/ platforms.

The basic brief/ inputs for the jobs shall be provided by HLFPPT.

**Deliverables**

**Scope of Services**. The agency will redesign the (www.hlfppt.org) website, including a new design, a new structure and a new CMS. The following acts only as a preliminary scope to generally communicate the organisation’s expectations.

Proposals for redesign of the website and CMS should include or account for, but not be limited to, the following:

1. Create a highly useable website designed and organized in a dynamic manner, allowing viewers to easily find information.
2. Consolidate and migrate existing content to new website.
3. Incorporate various specific needs of HLFPPT as a whole into the overall design.
4. Act as a marketing tool for HLFPPT

**Site design & HLFPPT branding.**

1. The design consideration for the website should result in an eye-catching website, with a pleasant and appealing color-code portraying activities of the HLFPPT.
2. The webstie should be optimized for load time, response time, navigation and search.
3. The optimization should cover all the areas like HTML, CSS, Graphics, PDF and would be involved smaller page size and faster downloads.
4. The website should be supported by all current browser.
5. Homepage design: The homepage design should convey a sense of HLFPPT brand, with the search feature prominently displayed.

**Requirements**.

1. The new or upgraded CMS should provide, at a minimum, the same features as the existing site using current technology. Specifically, our current content management system allows for the following: secure user and group administration, easy-to-use WYSIWYG interface for maintaining and updating content, collaborative authoring, content approval and workflow, content versioning, content scheduling, document and image management, integration with Microsoft Word, re-usable widgets and content, printer-friendly pages, and unlimited page or content creation. CMS to create and manage unlimited top menu (with submenus), projects, newsletters updates, news and events, members information etc. The admin will also be able to add and manage unlimited photographs/videos in the media centre.

1. **Navigation management.** The navigation system should have the following features:
2. Content categories: Ability to sort site content into categories, making the content easy to target to different pages.
3. Drop down menus: Ability for website users to quickly view, locate and navigate information.
4. External link splash page: Website should be able to generate an external link splash page for pages that take users outside of HLFPPT site.
5. Link redirect: Ability to create vanity URLs, short URLs, and redirect links to pages on HLFPPT’s website.
6. Navigation control: Ability to add new pages or move pages anywhere within the website to make it easy and accessible for website visitors. Ability to modify the default navigation settings, including but not limited to hiding/displaying navigation menu items and allowing the inclusion of menu items stored under different sites.
7. Navigation levels: Ability to use multiple levels and paths of navigation to the same resource.
8. New windows: A new window should open whenever the user clicks on a PDF or on an external link (see “external link splash page” above). For all other links, refresh the current/main window.
9. **Interactive components** 
   1. **Calendar system** (monthly, weekly, daily and yearly views): Ability for users to have the following features:
10. Find events
11. Recurring events function
12. HTML editing capabilities, including ability to include photos and links
13. Automatic archiving
14. Integration with e-notifications
15. Ability to create and assign filtering categories to events
16. Ability to control which events to include on the homepage of the site
17. Ability to apply different calendar formats, including monthly calendar and a listing of events
18. Automatic RSS feed
19. In this section, the admin will be able to create and manage various events, their information, photo gallery/video galleries. All the events pages will be search engine friendly and completely searchable.
    1. **Community outreach, media and social networking** integrating features for social media:
20. Online Newsroom/Calendar: Ability to post news to a page or pages on the site. News should have the ability to be automatically archived at a predefined time after publishing and scheduled to be published at a future date and time. News headlines should have the option to be displayed on the homepage in an order defined by staff.
21. Also, the administrator will be able to create/manage newsletter templates, sort the client's data, as per the various parameters, like area of interest / location etc, and send bulk emails about various special offers / schemes.
    1. Create/Manage Newsletter Templates
    2. View New Requests. ( With the facility to Approve/Deny)
    3. Add/Modify/Delete Customers
    4. Send Emails
    5. News Letter Reports
22. E-notifications and subscription based newsletters: Ability to have people sign up for e-newsletters and HLFPPT to send out e-notifications to individuals signed up for an e-news list such as Constant Contact.
23. Audio and video embedding: Ability to imbed audio and video in to website pages.
24. Forwarding page feature: Ability to forward pages to friends, co-workers, etc. using a simple form that asks for the sender and recipients email addresses and allows for the ability for the sender to place a short message to the recipient.
25. Integrated current social media tools: Integration with social networking websites, including the ability to selectively update Facebook, Twitter, Instagram and other social media networks with the content management system as staff updates the website.
26. Ability for site visitors to share site content through their social media channels including, but not limited to, Twitter and Facebook, as well as the ability to integrate future social media tools
27. RSS Feed Reader: Ability for staff to set up feed readers for important city information
28. RSS Feeds: Ability for users to sign up to receive RSS feeds
    1. **Integration of third-party sites and services**; third party tools, features and databases should have the same look and feel as HLFPPT’s website and the links to the third-party websites should be integrated into the site’s navigation:

**Convenient user experience.**

1. Enhance access to, and improve usability to promote HLFPPT’s products, services & resources
2. Provide a maximum page loading speed of three seconds on commercially available DSL and cable connections
3. Provide a smooth transition from page to page with limited distortion while loading
4. Fully functional, both viewing and editing, with the major browsers and operating systems on PC and Mac.
5. Friendly HTML embedding, basically allowing you to copy and paste blocks of HTML code (such as the YouTube embed and Google Maps embed codes provided on their respective websites) onto the pages with ease.

**Functional (viewing and editing)** with all major mobile devices. The website will be easy to use (for viewers and content managers) with all major mobile devices, including but not limited to:

1. Tablets – iPad, Samsung Tablet, MS Surface
2. Smart Phones – iPhone, Blackberry, Android and Windows Mobile phones etc
3. Site should have the ability to scale fonts to increase the overall size of the font on each page.
4. Cascading style sheets will be utilized to ensure consistency and separation of content and design.
5. Ability for user to place alt-tags on images and inline links that automatically generate with photo and inline links.
6. The site will support W3C standards as much as technology will allow, so long as it does not reduce the active functionality of the site to our supported users.
7. Ensure the site is HTML5, and CSS3 compliance.

**Content writing**

1. Content writing for the website
2. Customized news, blogs and PPTs
3. Customized newsletters and research
4. Educational material
5. Content Management System and Admin module to enable self-support

**Technical Compatibility & Robustness criteria:**

1. Ensure implementation is functional with the current versions and one version back of major browsers and operating systems. Example: Windows 8.1/IE 10 and Mac OS X/Mavericks.
2. The site will be required to support browser versions that are more than 3 years old where the older version still accounts for 10% of sites Web traffic.
3. The site will not be required to support any browser that is no longer available for download from the manufacturer’s website or whose manufacturer has ceased development.
4. The site will not support browsers for operating systems that are not currently supported by the OS’ manufacturing company, or whose manufacturer has ceased development.

**Search engine optimization (SEO) and site search functionality.**

The site should provide for Search engine optimization to allow the highest possible ranking of the individual pages within the site from all major search providers, including but not limited to Bing, Google, MSN Search, and Yahoo!

1. The site should be accessible by spiders for the purpose of indexing the site.
2. The site should be structured in a manner that spiders can crawl easily.
3. The site should provide meta title and meta descriptions tags that can be maintained by city staff.
4. The site should provide robust and prominent smart search functionality that allows users to type in a word or phrase in order to find information on the site.
5. The search feature should be able to provide results for a single word, combination of words, or the exact phrase searching using quotation marks.
6. The search feature should be able to auto correct and/or provide results that best match misspelled words or phrases.
7. The search feature should be able to provide “Best bet” results.
8. The search feature should be able to search both HTML pages and documents, such as PDF files and Microsoft Word documents.
9. Results will be returned in order of relevance based on the frequency of the search words in the page content or metadata and results can be browsed by category.
10. Users should be able to browse search results within different content types, such as documents, event calendar and news.

**On-going technical training and design support.**

Describe how your company will provide initial training for HLFPPTs appointed content users. In addition, describe how you will provide on-going support by job title, including project management, development, help desk support and training as separate items. Preference will be given to vendors that provide support as an unlimited part of ongoing services, within reason, rather than a pay-per-use system that discourages customer questions and interaction.

1. Provide on-going tech support services for issues with the site and any future development.
2. Provide optional maintenance and development service plans as needed.

**Optional features and services including**, for example but not limited to, those listed below:

Calendar features: Ability to include PDFs as well as photos and links

1. Photo gallery/slideshow: Gallery should house photos of city locations, events and programs for website users to view
2. Translation: Ability to translate information on website in to different languages
3. Search and replace: Ability to search all pages on the website for certain words and replace the old word with a new word in one step
4. Site map generator: Ability to allow users to navigate from a central sitemap where they are able to see a snapshot of the overall website structure. Changes made to a page on the website are automatically updated on the site map
5. Staff directory: Directory of city staff, departments and other related agencies with contact information and description of their role or area of specialization.
6. Social media content management system: Ability to post to multiple city social media channels content from the website and schedule posts for future dates and times

**Reports**, for example:

1. Analytic reports: Ability to create website reports that analyze website traffic
2. Broken links reports: Displays the pages containing broken links and highlights the exact locations of the broken links within each page. Administrator can click on the page’s URL to fix the broken links
3. Misspelled words reports: Displays the pages containing misspelled words and highlights the misspelled words on that page. Administrator can click on the page’s URL to fix the misspelled words
4. Hot-links reports: Displays the URLs of all pages linked from a specified page

**Exclusions.**

The development of mobile applications is excluded from this project scope; however, site compatibility with mobile devices is within the scope.

The technical proposal and the budget may be submitted in separate sealed covers clearly written on the envelops.

**Please note that the financial proposal will be opened only if the technical proposal submitted by the agency is found acceptable/qualified.**

Agencies bidding for the above work will provide evidence of similar work carried out earlier with agencies of repute (Govt. and non-govt).

**Terms and conditions**

(To be signed on each page and enclosed with technical bid)

1. The bidder should have an annual minimum turnover of Rs. 25 Lacs per annum as average of immediately preceding last three financial years. The audited financial statements or turnover certificate of last three financial years duly certified by Chartered Accountant should be provided along-with the technical bid.
2. The applying firm must enclose a copy of PAN (Permanent Account Number), VAT registration / service tax registration certificate along with the technical bid.
3. Bidders should provide brief profile of their work experience for the last three years preferably in website creation / designing development and maintenance along with the copy of award of work / work order with the client list.
4. The bidder may enclose sufficient documents regarding their experience in execution of revamping and creation/maintenance of websites.
5. The above RFP is for website design & maintenance of HLFPPT.
6. The Technical and Financial quotations will be appraised by internal committee formed by HLFFPT management.
7. HLFPPT shall without prejudice to its other remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 15% of the contract price for delay in performance up to a maximum deduction of 20% of the contract Price. Once the maximum is reached, HLFPPT may consider termination of the contractand can forfeit the performance security amount.
8. In case of delay on the part of HLFPPT in providing the approvals, the time of delivery will be extended by equal number of days.
9. HLFPPT reserves the right to ask for development status of the website at any point of time during the period of contract.
10. In the event of award of contract the bidder shall be able to start services within 15 days of award of contract as per the job schedule provided by HLFPPT. If the services are not supplied within specified timeline penalty clause will be applicable.
11. The payment will be done through Local Cheque / NEFT / RTGS after 45 days of submission of original invoice mentioning PAN and Service Tax Number along-with the source code and successfully completion of the work.
12. Selection of agencies would be done by the committee on the basis of combined Evaluation of Technical (70% marks) & Financial Bid (30% marks).
13. **Agencies who will obtain 70% marks or more in Technical evaluation only would be considered for further discussion.**
14. **Technical Evaluation of the agencies would be done on the following basis-**
15. Past Experience with HLFPPT/ Govt. Agency/ NGO/ Development Sector with supporting documents like copy of work order or performance certificate from the client.
16. Years of Experience in undertaking the applied tender activities.
17. List of web portal / Websites developed (*Purchase Order to be attached*).
18. List of Clientele (*please attached work completion certificates or Work orders copies*)
19. Company Profile- Infrastructure & Staff details suitable for implementing the applied activities
20. Turn over Financial Status. (*CA Certified copies to be attached*)
21. Any other criteria decided by the committee.
22. The agencies not qualified in the technical evaluation by the committee will not be entertained for financial bid.
23. HLFPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requ**i**rement.
24. Management Reserves the right to award the work to more than one Agency as per requirement.
25. The successful bidder is required to execute a Performance security in the form of Bank Guarantee for an amount of 5% of the Work Order. This bank guarantee shall be valid up to 60 days after the completion of contract period. The Bank Guarantee shall be assigned in favour of Hindustan Latex Family Planning Promotion Trust.
26. HLFPPT management reserves the right to exclusive copyright ownership of website designs developed for HLFPPT and the agency shall provide any supporting (in hard copy as well as soft copy) as desired by the management.
27. HLFPPT management reserves the right to use the website design developed by the agency in any means whatsoever including but not limited to modifications as it deems fit for the purpose of its communication needs.
28. HLFPPT management reserves the right to shortlist more than one agency for the said assignment/ empanelment.
29. Management reserves the right to issue multiple work order from time to time to the selected agencies (as per requirement).
30. **The agency needs to submit the filled ‘Technical Bid’ (Annexure 1) & ‘Financial Bid’ (Annexure 2) separately in sealed envelopes by super scribing as ‘‘Development of** **“www.hlfppt.org” website.”** Separate envelope needs to be submitted for more than one activity, if applied by the agency/s.
31. **The entire bid needs to reach by 6:00 p.m. on 25. June.2015 and addressed to:**

**Head Finance**

**Hindustan Latex family Planning promotion Trust**

**B-14 A , Second Floor, Sector 62, Noida, Pin- 201307.**

1. Agencies would not be allowed to further subcontract, partial/full of the work will be assigned to them.
2. **The rate quoted will be on for Noida and inclusive of all Taxes/Levies/Postal/Courier charges etc.**
3. The rate quoted by the agency needs to be valid for a period of one year from the date of award of contract irrespective of changes in tax rates.
4. HLFPPT reserves the right to award the work order to the second highest scoring agency in the event the first highest scoring agency backs out after final discussions

1. Any RFP with inadequate information and those which do not meet the eligible criteria or received after the closing date will not be considered.
2. The RFP should be sent with capability statement with company profile & infrastructure suitable for implementing the applied activities.
3. The bidder has to submit along with his technical bid a copy of the terms and Conditions (all pages) and the technical bidding format duly filled, signed by the authority and stamped on all pages indicating their unqualified acceptance.
4. The Agencies should also submit an undertaking (Annexure-3) duly signed & Stamped.

## We agree and abide by all terms and conditions as mentioned above including the validity of the offer

**Utmost confidentiality of the data provided shall be maintained.**

**HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST**

**B-14A, 2nd Floor, Sector 62,Noida (U.P.) -201301**

**Proposal for Development of** **“www.hlfppt.org” website.**

**Annexure- 1: Technical Bid Format**

**Agencies are requested to send following documents in following format:**

|  |  |  |
| --- | --- | --- |
| **Sl. No** | **Company Profile** | **Submitted (Yes/No)** |
| **1.** | 1. Name of the Bidder |  |
| 1. Full postal address |  |
| 1. Full address of the premises |  |
| 1. Telephone number |  |
| 1. Email address |  |
| 1. Contact Person Details |  |
| **2.** | **List of Clients and Phone no.** |  |
|  | 1) |  |
|  | 2) |  |
|  | 3) |  |
| **3.** | Prior working experience with NGO/Govt. Please furnish details |  |
| **4.** | Prior working experience in website development field. |  |
| **5.** | List of sites/ portals developed (please mention PO copies). |  |
| **6.** | Undertaking ( attached- Annuxure-3) |  |
| **7.** | Service Tax & Pan.No ( photocopy) |  |
| **8.** | Turnover certificate /Audited financial statements of last 3 years. |  |

**Annexure 2**

**Financial Bidding Format (To be submitted in separate SEALED envelope)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Design Head** | **Detail** | **Unit Price** | **Amount (Rs.)** |
| Development of web site (hlfppt.org) | Development of CMS (Content Management System)  for hlfppt.org web site |  |  |
| Data Uploading | (Approx. 46 Link , Approx. pages 80)  (**Price to be quoted per page**) |  |  |
| Chat Module (with Single user) |  |  |  |
| Content writing |  |  |  |
| Taxes Extra |  |  |  |
| TOTAL |  |  |  |
| AMC cost after 1 year |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Sl. No** | **SPECIFICATIONS (FINANCIAL)** | **AGENCY’S RESPONSE** |
| 1 | The rates quoted will be inclusive of all taxes/Levies/ etc. |  |
| 2 | Penalty clauses will apply as per the company’s policy, as per terms of the work order: the decision of the HLFPPT/Project Management shall be final and binding in this regard. The release of payment would be made as per follow activities. |  |
| 3 | No advances will be given to the agency. |  |
| 4 | Constitution of the agency whether Proprietor ship/ Partnership/Company. Give details of Proprietor/ Partner/Directors. |  |
| 5 | Name of firms wherein party/ proprietor having the same interest. |  |
| 6 | Final payment adjustment shall be made after completion of the evaluation work and after the submission of the final report |  |
| 7 | The payment will be done through Local Cheque/ NEFT/ RTGS after 45 days of satisfactorily completion of work. |  |
| 8 | TDS as applicable will be deduced as per I.T. rules. |  |
| 9 | The Agency will work in close consent of the HLFPPT-Noida office and will not take independent decision on any matter. |  |
| 10 | PAN |  |
| 11 | Service Tax/VAT Number |  |
| 12 | Last 3 years balance sheets ( attested by a CA) |  |

**Annexure-3**

**Undertaking from Vendors.**

This has reference to the RFP emailed to us. In response to the RFP, we have submitted our technical & financial bids on………….. at your office ………………………………………………………………. In connection with the above bids, we hereby declare as under:-

i- That we are neither related to any of your Trustees, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.

ii- That we have submitted the bids in the name of M/S…………………….......................and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.

iii- We hereby undertakes that in case of any violations to the above declarations at any stage of the contract , HLFPPT reserves the sole right to cancel the contract and recover the full value of the contract from us.

For and on behalf of ……………..

(Authorized Signatory with company seal /Stamp.)