



REQUEST FOR PROPOSAL

RFP No : ASDMA.67/2011/9

RFP on : Design and Development of Official Website

Issued By: Assam State Disaster Management Authority

Issue Date: 17th January 2012

Submission Date: 18th February 2012

Contact Person: Chief Executive Officer
Assam State Disaster Management Authority
Block C – 2nd Floor
Assam State Secretariat
Dispur, Guwahati

Summary of Proposal:

This Request for Proposal is issued by the Assam State Disaster Management Authority to obtain proposal from Agencies for design and development of its official Website.

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1. REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this document, the following definitions apply:

- a) "Applicant" means a party that submits, or intends to submit, a Proposal;
- b) "Work Order" means the written order resulting from this RFP issued by the Authority;
- c) "The Authority" means the Assam State Disaster Management Authority;
- d) "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
- e) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

2. EXECUTIVE SUMMARY

Background

The State Disaster Management Authority (ASDMA) in Assam was notified by the Government in the year 2007 and it has become fully functional with its Secretariat in 2009.

The Assam State Disaster Management Authority requires an effective and interactive platform through which it can provide information about its initiatives, interventions and vision and at the same time be used as a tool for awareness generation.

Basic requirement for Website Designs

The Basic requirements are:

- i. Alignment: Each section of the website should be aligned to the objectives and vision of ASDMA.
- ii. Clear Purpose: The purpose defines the look and feel (graphic design) and the content of the section. The website should define the purpose clearly so that the website visitors understand the basic information.
- iii. Compliance - Website should meet W3C Standards.
- iv. Information and calendar of events which can be updated, including other general information related to ASDMA should be on Website.
- v. The website should provide Hyperlink to the other Websites as per decision of ASDMA.
- vi. Custom template creation.
- vii. Scrolling newsflash in home page.
- viii. Unique page titles for each page along with meta tags and meta description for each page.
- ix. Creating SEO friendly url's.
 - x. For creating a Website it should have blogs, animation (Flash/JavaScript), quiz etc.
 - xi. Google Analytics report.
 - xii. Search Engine option should be on the website for different keywords related to Organization.
 - xiii. The website should have the Unique Visitor Counter.
 - xiv. The website should have Login option for Administrator and ASDMA Officers.
 - xv. There should be a provision for Feedback on the Website.
 - xvi. The Website should have a "Print Page" button enabled on every Web-Page.
 - xvii. The Website should have Application on daily updated Date, Time, and Current Weather Details of major cities of Assam.
 - xviii. Agency shall be responsible for Design, Content Development, Collection of content/information, Uploading, HTML conversion for the proposed website for 3 (Three) Years.

- xix. Agency should provide full Administrator access along with basic tips on updating content, adding/editing photos in photo gallery, video gallery etc. and adding/editing newsflash section in to the Website.

3. TERMS OF REFERENCE :

A) Scope of work:

The intention of the Authority is to select an applicant who can effectively work with the Authority and design the Website which can be a vehicle for dissemination of information to the public regarding various disasters, effort of the organization in mitigating these disasters, dissemination of knowledge on do's & don'ts for various disasters etc.

Scope Elements:

- i. Website should be DHTML enabled for making dynamic and interactive look.
- ii. Website should work on every Operating System like Microsoft Windows, Linux, and Mac.
- iii. Website should work on every Web Browser- Firefox, Internet Explorer7 or higher, opera, Opera Mini, Safari, Chrome etc.
- iv. Frontend Architecture of the Website on ASP.NET/PHP, CSS, Adobe Flash.
- v. Backend Architecture of the Website on MySQL/MSSQL Server.
- vi. Administrator and ASDMA Officers Login option should be in this Website.
- vii. Provide Hyperlink to the other Websites as per decision of ASDMA.
- viii. Compliance - Website should meet W3C Standards.
- ix. Video and Picture Gallery Should be on the Website.
- x. All Videos in the Adobe Flash format should be enabling on the Website.
- xi. All Pictures in standard format like jpeg, bmp, gif etc.
- xii. Search Engine option should be on the website for different keywords related to ASDMA.
- xiii. Unique visitor counter should be on the website.
- xiv. For creating a Website it should have blogs, animation (Flash/JavaScript), quiz etc.
- xv. "Print Page" button should be enable on every Web-Page.
- xvi. Application for State Co-ordinate with daily updated Date, Time, and Current Weather Details should be on the Website.
- xvii. Both Agency and ASDMA shall be responsible for design, Content Development, Collection of content/information, uploading HTML conversion on website.
- xviii. Unique page titles for each page along with meta tags and meta description for each page.
- xix. Google Analytics report.
- xx. Creating SEO friendly url's
- xxi. Custom template creation.
- xxii. Scrolling newsflash in home page.
- xxiii. Agency will supply dummy CD of the contents uploaded on Website.

- xxiv. Information and calendar of events including other general information related to ASDMA.
- xxv. A Feedback page should be on the Website
- xxvi. No proprietary plug-in or third party should be used without license. However, every effort should be made to use any of the available Free Software under GNU GPL license 3.0 or later.
- xxvii. Lock copy website content.
- xxviii. Agency shall be responsible for Design, Content Development, Collection of content/information, Uploading, HTML conversion for the proposed website for 3 (Three) Years.
- xxix. After the Website is ready, it should be SECURITY AUDITED by a third party auditor empanelled by CERT-IN. The expenditure on audit should be an integral part of the cost quoted.
- xxx. ASDMA should be provided with all the Administrative Rights for the said Website.
- xxxi. Agency should provide full Administrator access along with basic tips on updating content, adding/editing photos in photo gallery, video gallery etc. and adding/editing newsflash section in to the Website.

B) TIME LINE:

The expected time line for completion of the project along with the deliverables at each stage should be clearly laid down in the proposal.

4. ELIGIBILITY CRITERIA:

- i. Agency should have the experience of minimum three years in the line of development and maintenance of website, database application, creative solution, internal mailing system, report generation.
- ii. The Agency should have minimum average Annual Turn-over of Rs. 50 lacs.(Rs. Fifty lacs only) in the past three financial years.
- iii. The Agency should have developed and maintained at least 5 websites during last two years.
- iv. The Agency should not have been barred by any PSU/Govt. Dept. in doing projects with them.
- v. The Agency should have atleast 2 nos. of Software developers, 2 nos. of Web designers and 10 nos. of backup staff on their payroll.

The technical bid of only those Agencies who qualifies the above eligibility criteria will be analyzed and evaluated.

Note: Agency must provide necessary supporting documents as proof in respect of the eligibility criteria mentioned above.

5. RFP Process:

- i) The Authority is the Work Order issuing authority as relates to this RFP.
- ii) This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or the information contained in this document at any time during the RFP process.
- iii) The Authority offer no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP's information or any subsequent communication.
- iv) If the Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
- v) Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority, except as where specifically referenced in **ANNEXURE – 1**.
- vi) The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP.
- vii) The Authority will not be liable for any costs of any applicant participating in this RFP.
- viii) The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
- ix) Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP. Any clarifications and all information will be via e-mail only to asdmaghy@gmail.com

6. INSTRUCTIONS TO APPLICANT

A. General Requirements

- i) The response to RFP is required to address all technical requirements contained within this RFP.
- ii) Only proposals submitted strictly in accordance with the RFP Documents or as may be required by the Authority will be considered as valid proposals by the Authority.

- iii) The RFP is not a Work Order. A separate Work Order will be made available only after selection of the preferred applicant.
- iv) All information supplied by the Authority in connection with this RFP shall be treated as confidential.

B. Timetable

The RFP timetable is given below. The Authority retains the right to vary or discontinue the process or any part thereof at its absolute discretion.

<i>Activity</i>	<i>Date</i>
Issue of RFP Document	17 th January 2012
Deadline for Proposal submission	18 th February 2012
Opening of Technical Bid	Will be notified later
Opening of Financial Bid	Will be notified later

C. Submission of RFP

- i. Potential Applicant must complete and sign the Undertaking at **ANNEXURE - 1**
- ii. Only one original form of proposal signed by the authorised signatory in ink is required by the Authority. No typed or pencil signatures will be accepted.
- iii. Applicants are required to submit one printed original hard copy of the proposal document and one electronic copy in Microsoft Word. The printed copy of the documents will be taken to be correct if there is any inconsistency between the versions.
- iv. The proposal submitted must be without any overwriting, corrections, double typing, etc.
- v. Applicant will submit their proposal in three parts. The first part will contain documents relating to eligibility criteria and the second part will contain the documents relating to technical proposal. The third part will contain the financial proposal.
- vi. The documents containing the Eligibility Criteria, Technical Proposal and Financial Proposal should be submitted in three separate sealed envelope marked "**Eligibility Criteria**", "**Technical Proposal**" & "**Financial Proposal**".
- vii. The three sealed envelopes should then be submitted in one sealed envelope super scribed with the wordings "**Confidential RFP Document - Do not open**" and this envelope should be clearly marked "**Request for Proposal for Website**".
- viii. The cover thus prepared should also indicate clearly the name, address and telephone number of the Tenderer to enable the Bid to be returned unopened in case it is declared "Late".

- ix. The Eligible Criteria, Technical Bid and Financial Bid should be a complete document and should be bound as a volume separately. The document should be page numbered and appropriately flagged and contain the list of contents with page numbers. The deficiency in documentation may result in the rejection of the Bid.
- x. The sealed envelope containing the proposal must be received in the office of the Chief Executive Officer by **4.00 PM** on any working day up to **18th February 2012**. Envelopes /documents received after the stated time and date will be rejected.

D. Preparation of RFP Document:

1. Eligibility Criteria:

- i. Details regarding the year of establishment of the Agency.
- ii. Details regarding the experience in the line of development and maintenance of website, database application, creative solution, internal mailing system, report generation.
- iii. Details of the average annual turnover during last three years.
- iv. Details of websites developed and maintained with order copies of the assignment.
- v. Self declaration certificate that the Agency have not been barred by any PSU/Govt. Dept. in doing projects with them.
- vi. Details of the 2 nos. of Software developers, 2 nos. of Web designers and 10 nos. of backup staff on their payroll.

2. Technical Bid:

The technical bid should contain

- Content and Concept.
- Database Design.
- Time Line for the Completion of Project.

Form for Technical Bid is given at ANNEXURE 2, 3 & 4.

3. Financial Bid:

- i) The financial bid will be the Overall Cost of the development of website and maintenance cost as per the Scope of Work as laid down in the Terms of Reference.
- ii) Tenderer should provide all prices as per the prescribed format under this Form. Tenderer should not leave any field blank. In case the field is not applicable, Tenderer must indicate "0" (Zero) in all such field.
- iii) All the prices are to be entered in Indian Rupees INR (%age values are not allowed).

- iv) It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable.
- v) The final Financial Bid of the Tenderer shall be inclusive of all Taxes, Duties and Levies including Service Tax, etc.
- vi) Authority shall take into account all Taxes, Duties & Levies for the purpose of Evaluation.

The Financial Bid Summary Form is given at ANNEXURE – 5

E) Period of Validity

Proposals must remain open for acceptance for a minimum of 90 days.

7. EVALUATION OF PROPOSAL

The evaluation would consist of following phases:

- Phase I: Evaluation of Eligibility Criteria.
- Phase II: Evaluation of Technical Bids.
- Phase III: Evaluation of Financial Bids.
- Phase IV: Combined Evaluation of Technical and Financial Bids.

Phase I: Evaluation of Eligibility Criteria:

In this part the Agency will be evaluated for the fulfillment of the conditions specified in the **Eligibility Criteria** under Clause 4.

Phase II: Evaluation of Technical Bids:

- 1) In this part the technical bid of only those agencies who have qualified the Phase I i.e **Eligibility Criteria** will be evaluated.

The technical bid will be analyzed and evaluated on:

- a) Content & Concept.
- b) Database Design.
- c) Creativity and Innovation
- d) Time line for project completion.

- 2) The technical bid will be analyzed and evaluated and the technical bid marks shall be assigned to each bid on the basis of following evaluation matrix

Bid Component	Weightage in Technical Score	Minimum Qualification Score
Content & Concept	40	20
Database Design	30	15
Creativity and Innovation	20	10
Project Completion Period	10	5

3) Analysis of technical bid

- i. In this part, the technical bid will be analyzed and evaluated and the technical bid marks (S_{tm}) shall be assigned to each bid on the basis of following above evaluation matrix
- ii. Each competency group will have Minimum Qualification Score and only those Technical Bids receiving marks greater than or equal to cut-off marks in each competency group will be eligible for consideration in financial bids. If required, the Authority may seek specific clarifications from any or all Tenderer(s) at this stage. The Authority shall determine the Tenderer that qualify for the next phase after reviewing the clarifications provided by the Tenderer(s).
- iii. Technical Bid Score: The Technical Bid Score 'St' of the Tenderer shall be derived as under

$$S_t = (S_{tm}/S_H), \text{ where}$$

S_t is the Technical Bid Score

S_{tm} = Total technical bid marks of the bid under consideration

S_H = Highest total technical bid marks amongst all evaluated bids

- 4) The Authority reserves the right to modify the evaluation process at any time during the Tender process, without assigning any reason, whatsoever, and without any requirement of intimating the Tenderer of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Tenderer.

Phase III: Evaluation of Financial Bids:

In this phase, the Financial Bids of the Tenderer, who are technically qualified in Phase II, shall be opened. Formula to determine the scores for the Financial Bids shall be as follows

$$S_f = (F_L / F),$$

Where

S_f is the Financial Score

F_L is the value of lowest Commercial Bid

F is the price quoted in the bid under consideration

Phase IV: Combined Evaluation of Technical & Financial Bid

- i. The Total score of the Tenderer will be determined as under

$$\text{Total Score } (T_s) = (70 \times S_t) + (30 \times S_f)$$

- ii. The Bid of the Tenderer, who obtains the highest T_s value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (S_t) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- iii. The Authority will award the Contract to the successful Tenderer whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Tenderer is determined to be qualified to perform the Contract satisfactorily. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.

8. Right to Vary Scope of work at the time of Award:

The Authority may at any time, by a written order given to the Tenderer, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of, or the time required for, the Tenderer's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed Price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Tenderer for adjustment under this Clause must be asserted within 15 days from the date of the Tenderer's receipt of the Authority's changed order.

9. Right to accept any Bid and to reject any or all Bids:

The Authority reserves the right to accept any bid, and to annul the Tender process and reject any or all bids at any time prior to award of work, without thereby incurring any

liability to the affected Tenderer or Tenderer or any obligation to inform the affected Tenderer or Tenderer of the grounds for the Authority's action.

10. Notification of Award:

Prior to the expiration of the period of bid validity, the Authority will notify the successful Tenderer by e-mail or in writing, by registered letter that its bid has been accepted.

11. Issuing the Work Order:

At the same time as the Authority notifies the successful Tenderer that its bid has been accepted, the Authority will send the Work Order, incorporating its requirements including the conditions laid down in the RFP. Within 7 days of receipt of the Work Order, the successful Tenderer shall sign and date the Work Order and return a copy to the Authority as a token of acceptance of the requirements laid down.

12. Performance Guarantee:

The successful agency will execute a Performance Guarantee for **10 %** of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Nationalized Commercial Bank in an acceptable form. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of the project.

13. Confidentiality of the Document:

This Tender is confidential and anything contained in this Tender shall not be disclosed in any manner, whatsoever.

14. Rejection Criteria:

Besides other conditions and terms highlighted in the Tender document, bids may be rejected under following circumstances:

- Incomplete bids that do not quote for the complete Scope of Work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the Tenderer
- Bids providing information that are found to be incorrect/ misleading at any stage / time during the Tendering Process
- Technical Bid containing financial details
- Bids that reveal prices in any form or by any reason before opening the Financial Bid
- Bids not submitted in Two Bid systems in separate envelopes.
- Bids in which the total lump sum price quoted by the Tenderer is not inclusive of all taxes, duties, fees, levies, works contract tax and other charges

- Bids made through Telex /Telegraphic / Fax/E. Mail
- Bids which do not confirm unconditional validity of the bid for 90 days from the date of opening of bid
- Bids where prices are not firm during the entire duration of the contract and / or with any qualifications
- Bids that do not confirm unconditional acceptance of full responsibility of executing the 'Scope of Work' of this Tender
- Bids in which the Tenderer seeks to influence the Authority's bid evaluation, bid comparison or contract award decisions.

15. General

i) Tenderer shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondences from Tenderer will not be considered.

ii) If at any stage of Tendering process or during the currency of the Work, any suppression / falsification of such information is brought to the knowledge of the Authority, the Authority shall have the right to reject the bid or cancel the Work Order, as the case may be, without any compensation to the Tenderer.

iii) The Tenderer shall deem to have complied with all clauses in the Tender under all the sections/chapters of the Bidding document, unless otherwise stated in the deviation statement. Evaluation will be carried out on the available information in the bid.

iv) Any other point, which may arise at the time of evaluation, will be decided by Authority for assessment of the bids.

v) Other important Information

- a) The ownership of the Website and all its elements will at all times vest with Authority and the agency will have no proprietary or other rights or other rights in respect of the same
- b) The Authority is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Authority reserves its right to accept the RFP either in full or in part. Conditional Bids will be rejected outright.
- c) The Authority reserves the Right to place an order for the full or part quantities under any items of work under Scope of work
- d) After issue of the Work Order the Performance Guarantee will be forfeited in case of undue delays in performance by the agency.
- e) The Authority reserves the right to cancel the Work Order of any agency/ agencies in case of change in the procedures or unsatisfactory services.

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- f) In the event of any dispute, the tribunals and courts in Guwahati will have the exclusive jurisdiction in respect of all matters pertaining to the agreement between the Consultant/Organization/Institute and the Authority.

UNDERTAKING

TO: The Chief Executive Officer
Assam State Disaster Management Authority
Assam State Secretariat
Dispur, Guwahati

I/We _____

Of (insert business address)

Hereby submit our proposal in response to the Request for Proposal (RFP) for Website and undertake to execute and complete the services as we will be reasonably required to be performed, in accordance with our proposal, the RFP requirements and the final work order to be issued by the Authority.

This RFP shall remain valid to be accepted by the Authority and shall not be withdrawn for a period of 90 days from _____.

I/We understand that the Authority reserves the right to accept / reject any application and the selection is at their sole discretion.

Authorized Signature

Name in full:

Agency Name:

Title:

Date:



(On Company/Firm Letter Head)
TECHNICAL BID
REQUEST FOR PROPOSAL FOR WEBSITE

Form A: Technical Bid - Content & Concept

In this section the Tenderer is expected to showcase understanding of the basic Content & Concept of the Authority.

Annexure - 3**Form B: Technical Bid - Database Designs**

In this section the Tenderer is expected to provide the arrangement format on different databases like flood, erosion, earthquake reports related to all districts of Assam on the Website.

Annexure - 4**Form C: Technical Bid – Time line for Completion of the Project:**

In this section the Tenderer is expected to provide Project completion period for Official Website.

Annexure - 5

(On Company/Firm Letter Head)
Financial Bid

Sl.No.	Description	Value in INR
1	Development of Website	
2	AMC of the website for 3 (Three) years	
3	Taxes on Development of Website	
	a. _____ Tax @ __%	
	b. _____ Tax @ __%	
4	Taxes on AMC of the website for 3 (Three) years	
	c. _____ Tax @ __%	
	d. _____ Tax @ __%	
5	Miscellaneous Expenses 1	
	Miscellaneous Expenses 2	
	Miscellaneous Expenses 3	
	Miscellaneous Expenses ...	
6	Taxes if any on Miscellaneous Expenses	
	_____ Tax @ __%	
	_____ Tax @ __%	
	Total Commercial Bid (In Figures)	
	Total Commercial Bid (In Words)	