

ABC ASSCN.

RFP for ABC Co.'s Officers' Association Web Site

RFP for ABC Co.'s Officers' Association Web Site

ABC Asscn/Website/2011-13/1

Dated: 21st January 2012

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Version No	RFP Version 1.0 dtd 21 st Jan 2012
Last Date of Submission of Bid/ Offer	31 st Jan 2012 Tuesday by 5 pm (by soft copy. Hard copy where necessary). May get extended on request by any bidder. But ABC ASSCN. decision final in this context.
Pre-Bid Discussions	Any time before submission of Bid if Vendor chooses to do so. We suggest they do it to understand our requirements. Face to Face meeting preferred and <u>may</u> add weightage in selection.
Selection Process	Through Evaluation of techno-commercial and price bids by discussions with bidders on the same. Meetings will be called for this at our office for negotiating the T&C and also discussing the technical needs/ Offers.
Expected date of placement of Order	15 days from date of submission of Bid unless extended.
Period Of Contract	Web Design - one time job to be completed in 60 days. Web Admin - 36 months Bulk Mail Service - 36 months May be continued at same rates or negotiated rates after expiry of contract period for last two of above Jobs

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Purpose of RFP

This RFP seeks to appoint IT vendor for handling all the following three jobs mentioned below w.r.t. our currently live website www.ABC Asscn..org.in for a period of 36 months with scope for renewal of contract for similar period(s) if found to be giving satisfactory performance and being cost effective. While it is preferable that all three jobs are done by the same vendor, depending on evaluation we may think of splitting the jobs between three different vendors.

Three Jobs to be Quoted for:

1. **Web Design:** One time total (makeover) redesign of the current website with option for additions/ modifications later if required by the Original Designer or anybody else taking up the Web Administration job.
2. **Web Administration:** Day to day maintenance and Operation of the website under guidance from the ABC ASSCN. appointed representative.
3. **Bulk Emailing:** Bulk Emailing to maximum 15000 members at a time consisting of two types of mailing requirements:
 - a. **RSS automatic Push Mail generation** to members whenever Web content is updated.
 - b. **Specific Mail generation with attachments when necessary.**

The SOW is given in appropriate section below.

In case the above three jobs are split, the specific needs arising thereof will then be addressed as follows:

1. Web Design Source Code has to be handed over to the Party who does the web administration so that if any additions/ modifications required in future they can and will do it.
2. Web Administrator need to be capable of making modifications (additions) to the web design if required. They will also be responsible for generating the bulk emails which may be hosted on a 3rd party bulk mail server.
3. BULK Email vendor can be just a Bulk Email Service Provider while Job 1 & 2 are done by somebody else. Web Administrator must know how to do this through the 3rd party service provider.

However this RFP is being sent to only those parties who are already having Bulk Email Services and so we do not apprehend any splitting of the jobs for better control of the total project.

Introduction to ABC ASSCN. & its web site

ABC ASSCN. or Indian Oil Officers' Association is a NON – Profit, member donation based Body registered under the Trade Union Act, 1926, of Indian Oil Corporation Officers. It has no monetary

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support from the Members' Employer viz. ABC Co Corporation Ltd. [ABC CO.]. Currently the member strength is 14373 or less and will never be more than 150,000 in next 10 years at least. As a collective body ABC ASSCN. deals with Officers' demands, grievances and all other such activities that fall under their role for Protection and care of Officers' Rights. In this process ABC ASSCN. deals/ interacts with Management of ABC CO. and/ or Govt Authorities as and when required.

This body has a tenure of 24 months (subject to change) and the current body (2011-2013) has started functioning from Jan 2012 recently. Hence the period of the contract is sought to be 36 months so that new body can take over the website contract between ABC ASSCN. and Selected Vendor when needed without hampering the running of the same during the transition period.

Purpose of the <http://www.ABC Asscn..org.in> website

The Primary Purpose is Information sharing or one way information flow from ABC ASSCN. to its members. ABC ASSCN. needs to interact with its members by sending communications, news updates, circulars, Govt Memos, anything and everything that will keep its members updated at all times on all actions and activities undertaken by ABC ASSCN. on the officers' behalf and the status thereof. The website also aims to serve the ultimate purpose of being an interactive two way communication tool between ABC ASSCN. and its members as well serve as a central repository of all information and issues/ demands for centralized tracking and feedback on action and status of the same. The detailed need is given in the SOW section below.

The purpose of the website is expressed in the inaugural message of the website as follows:-

Quote: " But with your support and efforts ABC ASSCN. has long ago started the process of rebuilding its organisational strength. And with the primary elections getting concluded on 17/11/2009 and the AICEC elections on 18/12/2009 the new body of 2009-11 has started functioning with YOUR support. ABC ASSCN., under its new leadership, has started the rebuilding process. While we regenerate ABC ASSCN. constantly through various means, we also know we cannot do it alone and learning from our failures in the past, one of our prime objectives today is to build bridges with you- our family members of ABC Co spread all across the country.

With that objective in mind we therefore launch this new look web site that will help build, nurture and strengthen the desired trust & relationship between the general body members of ABC ASSCN. and its elected representatives.

As you will see this website will not just have,

1. Authentic & upto-date content pertaining to ABC ASSCN. activities on a near real time basis,
2. Communications, Annual Reports, MOUs & Agreements formed with Management;
3. Status of demands,
4. Calculations and workings of pay and benefits,
5. FAQs on our demands and entitlements;

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6. News & Events that affects us.
7. and more.....

But it also already has, to make this site more interactive where YOU are the participant, the following features:-

- A member area where YOU can participate by blogging (ABC ASSCN. Blog); and /or
- Discussing issues (Discussion Forum); and/ or even
- Writing articles on organizational subjects (Blog) that will enhance our abilities and knowledge; and
- You also have a CHAT where you can chat with other same time online users -family members of ABC CO.;
- You will also be able to contact ABC ASSCN. leaders directly (to start with we have provided you with direct email to the desk of the President of ABC ASSCN. as well as you can chat with him whenever he is online to inform him of issues faced by you).
- We will also have a database of demands and needs of officers maintained here with action taken on them hereafter. This database will give us a measurement of the performance of ABC ASSCN. to achieve transparency in its activities. From now on no issue will get lost and any elected committee that comes up in future will always have this to continue forward; The database will also be contributed to by you by writing to us (we invite you to do that using the contact options above);

From now on ABC ASSCN. will function by taking all into confidence and we will be truly a collective in the real sense- Collective Opinion forming for Collective Action as reflected by our motto "Mirroring your views into action"” **Endquote**

The whole web site draws its foundation from the above Vision.

WEBSITE Details

Our DOMAIN www.ABC Asscn..org.in name is **subscribed till 24th May 2012**, which will be extended for 10 years at the time of renewal. The website www.ABC Asscn..org.in is currently hosted on a shared server of a hosting service provider at a nominal cost [Rs 1590/ per year only] **valid upto 25/05/2016** and we have no plans of shifting this webhosting to any other service provider unless absolutely necessary. But this hosting service provider does not allow bulk mailing from their servers.

The website is hosted on **Linux Cpanel** and has been built in PHP language using the **RVSitebuilder** tool in **CPANEL** and additional modules like **PHPlist** for mailing, **Wordpress** for Blog, **phpBB** Discussion Forum (currently in uninstalled state), **Coppermine Image Gallery** [Currently uninstalled state] have/had been installed using **Fantastico**. SQL database has been used in the background as necessary and also for the centralized database for “Issues”.

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Scope of Work (SOW)

1. Web Design

Please go through the website and understand the current features as we need all these features in a better manner and additional features. Going through the website will give you idea of what we have today and clarify our SOW. Bidders are free to discuss and clarify the SOW from contact person named on first page of this RFP.

General Scope

1. **Complete web design from scratch** using latest platforms (Java /Dot net or anything else) is needed since doing the job from scratch will be easier than transforming the existing PHP based site.
2. **In future need for modification/ additions may arise only**
 - i. In respect of addition of some pages for new type of content or
 - ii. Additions of new sections/ segments on existing pages for new content that does not fit in the existing sections though meant for the page
 - iii. Hence web design may be done keeping in mind of scalability and expandability of the website by another party for which the source codes with proper documentation to be also given to OWNER.
3. **The SOW given here is tentative and only talks of the minimum Functionality requirements.** The bidder is supposed to suggest the best and/or design, navigation, additional features and functionalities that OWNER can use after understanding the needs. The Bidder is supposed to act as a consultant in this sense. **The evaluation will be done based on the best suggestion as stated in Instructions to Bidder.**
 - i. The CONTRACTOR and OWNER will sit together after the placement of the order and **freeze** the SOW mutually based on what has been asked in this RFP, what has been offered from design point of view in the Techno-Commercial Bid and any new ideas that come in during discussions at that stage.
4. **Migration** of all existing physical documents (PDF/WORD/PPT/excel/ Pictures etc) and all content to new Website is to be done.
5. **IT Security**
 - i. **User Access Security** Website will be accessed through user ID and password by registered users/ ABC ASSCN. members and will be hidden/ secured from public viewing with one information window on how to get membership to access the website.
 - ii. **Website Security for content and databases** for protection against abuse by spammers and hackers to be provided. Details of such Security that will be built in are to be provided in your bid.

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- iii. **Pop ups to be avoided as most people have pop up blockers and may get missed.**
- 6. **Design, Creation and uploading the website to host server and testing.**
- 7. **All support** till website is live and handing over of the same to OWNER with proper documentation for any further web design changes by other vendors if required at later stage and also maintenance of the same.
- 8. **The renewal of Domain Name and Hosting Service** as and when required if falls due during the contract period will be handled by Web Administrator but payment for renewal will be done by OWNER. The service will be limited to contacting the domain registrar and hosting service provider for billing purposes.
- 9. **SEO optimization and other such features** that are relevant to Open to Public Websites are not required except for the security purposes.
- 10. All tools used to create the website should be available freely to OWNER in case the web design is to be modified later by OWNER or any third party.

Functionalities

1. Content Type and Entry

- a. **Webpage Content** can be in textual format or embedded document format.
- b. **Static content** will be for example the content on our "ABOUT US" page which is one time and will not change with time and will also not get archived nor pushed to another page and always visible.
- c. **Dynamic content** will be all information on our activities and also physical documents to be uploaded by FTP (or any better way) to server. Current Home page is example of Dynamic Content. Only latest one or two entries are visible on home page or relevant page(s) and older content from these pages gets shifted to dedicated pages with proper sections/ frames and /or archived for but retrievable by surfers. Content will be always available on website in some form and at some place.
- d. **Temporary Content:** Content that will be visible only for specific times as chosen by web admin and then vanish. Eg greetings, Special Announcements etc
- e. **Shifting Content:** Dynamic Content which may be important and therefore shifted to a more visible place and then removed to original place or just duplicated to a more visible place and then removed after some time.
- f. **Documents in form of Pictures and Office Documents** that will be uploaded to server and appear on website for accessing/ Downloading by regd users.
- g. **Textual Content:** Other than documents our content is textual that needs to get entered and displayed on the website. Currenty web admin does this by either writing on the page directly or entering text in the SQL database that appears on the webpage immediately.

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- h. **Data Entry** will be done by Web Admin but provision should exist for ABC ASSCN. representative without IT knowledge to upload data and content in form of text as well as documents if they want to even if there is a dedicated Web Admin for this work.
 - i. Sound Content may also be uploaded.
 - j. **Links, Video Clips and other contents:** Will be provided on the website at appropriate places as required

- 2. **Pages:** During re-design we may combine some pages of present the content in a better manner. **Bidder may suggest better ways of doing presenting the same content and page design may therefore change from current. Suggestions are invited.**
 - a. **ABC ASSCN. Logo and Regd Office Address to appear on all pages.**
 - b. **Navigation:** May be menu driven and same menu should appear on all pages for faster navigation. However alternate and better means may be proposed.
 - c. **Use of Frames/ Sections as required:** Home page design is discussed below. Other pages may have segments/ sections pertaining to activities/ documents for different sub groups (Bodies) of ABC ASSCN.. Please see Communication page to understand this. But that page does not show all the bodies yet.
 - d. **Currently following pages and subpages,** either menu driven or linked, are hosted for presentation of Static and Dynamic Content. The current type of content is also mentioned but it may be noted that **we may also have textual content in addition to content in the form of documents** even if the same has not been mentioned below against the subpages.
 - i. **Home Page:** Currently showing all main contents. As you can see the current home page is very simple and the original idea was to display latest information from most subpages for immediate attention and hence dedicated sections exist. Eg ABC ASSCN. Communications which are also visible on Sub-Page: ABC ASSCN. → Communications.
 - 1. Home page design is most important and not only should it be catchy, well organized, having links or paths to all contents in the website but also be simple and easy & fast to open and read and yet direct attention to different segments of the website. All current contents or at least important contents from the whole website to be visible in full or excerpted form as applicable with links to the full articles/ contents. ‘
 - 2. In other words, the webpage should be both a gateway to the different parts of the website and also display current contents in well laid out manner.

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ii. ABC ASSCN.

1. About US [Static Content about ABC ASSCN. and its history]
2. ABC ASSCN. Constitution [Static Content in form of Office Document embedded. Also old Consttn if revised new one is put up to keep track of historical changes]
3. Mission Vision (Static Content)
4. AICEC Member List [Dynamic Content that gets appended every two years when new body forms keeping old content intact]
5. Annual Reports [Dynamic Content that gets appended every two years, but in form of hosted office documents.]
6. Communications [Dynamic Content in form of hosted office documents. These are generated quite often and can be textual content too at times to be hosted directly on the webpage.]
7. Letters to Authorities [Dynamic Content in form of hosted office documents]
8. Interacting with Govt. [Dynamic Content in form of hosted office documents or textual matter to inform of interactions]
9. Resolutions [Dynamic Content in form of hosted office documents]
10. Press Releases [Dynamic Content in form of hosted office documents or links to online newspaper reports]
11. MOUs & Agreements [Dynamic Content in form of hosted office documents]
12. News and Events [Dynamic Content in form of hosted office documents including textual matter].
13. Presentation to Management and Govt [Dynamic Content in form of hosted office documents].
14. Presentations to ABC ASSCN. [Dynamic Content in form of hosted office documents].
15. GBMs (News, Minutes & Pictures) [Dynamic Content in form of hosted office documents including textual matter and pictures].
16. Member's Suggestions. [Dynamic Content in form of hosted office documents]
 - a. Basically this page was designed keeping in mind letters from members to ABC ASSCN. Office Bearers but otherwise members send feedback and suggestions by emails or through guest book available on website currently. We need to think of a method capturing feedback from members and hosting them on the

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website. One way is the issues database where member may choose to keep his content confidential from all viewers or open to public. Other better method is desired.

17. Internal Letters & Replies. [Dynamic Content in form of hosted office documents].

iii. Demands and Issues

1. **Issues Entry Form:** Any Registered user or ABC ASSCN. Rep himself will be able to enter their demands and problems in given DB fields and data entry to be validated during entry. Here provision exists for the user to keep his entry confidential from other surfers. Such a system is needed as some users may like to tell ABC ASSCN. but keep his name and content too confidential from others. Yet the issue needs to be captured in the same database for centralized tracking.
2. These are issues that need attention of ABC ASSCN. which has a Hierarchical Geographical Organisation and hence attention is to be drawn to a pre-defined tiered layer of people. Web-Admin or ABC ASSCN. Appointed Contact for web-admin will check and correct the responsibility allocation if not allocated correctly by user.
3. **Issues Taken Up:** This is the status display for all pending, closed and in process issues.
4. **Detailed SOW for this will be worked out during design. The fields for this database will be informed during design.** A basic workflow will be as follows:-
 - a. Entry of issue by user or ABC ASSCN. rep himself.
 - b. Allocating the issue to specific ABC ASSCN. rep whose jurisdiction the issue falls.
 - c. Automatic mail from site / database to the concerned ABC ASSCN. rep with the issue details for his action.
 - d. Action may or may not be taken. But all pending issues will be shown as pending and all actions to be recorded and status updated to closed if closed.
 - e. Updation of action taken, intermediate actions etc into database has to happen. May be done by ABC ASSCN. Rep or Web Admin but provision to be kept for both.

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- f. Automatic email intimation to user and ABC ASSCN. rep to go whenever status is updated and/or action taken is updated.
- iv. **ABC CO. News-** again either office documents of textual matter
 1. ABC CO. Policies and Circulars
 2. ABC CO. Official News
 3. News on ABC CO. Workmen Activities
- v. **Member Area** – basically we want to encourage collective thinking and hence these tools are kept in mind. Bidder may suggest other tools and will get weightage for the same
 1. Blog – Separate Application. Currently wordpress is used
 2. Discussion Forum- a separate application
 3. Member Chat Tool- Online members can chat with each other to foster discussions on issues etc
 4. Knowledgebase- articles uploaded in text form but mostly office document form to keep members updated with latest knowledge on relevant subjects
 5. Downloads- anything from fonts to documents for members' use.
- vi. **External World** - again in form of documents and textual matter
 1. Govt orders – Govt Memos to be hosted here.
 2. OMC and other PSU news
 3. Court Judgments
 4. Media- Media news items of ABC ASSCN. and matters of interest to our members. May change the name of this page to make it more meaningful and relevant to the content.
 5. OSOA news. An umbrella Organisation for Oil Companies. News from there.
 6. General- General news from the external world other than above.
- vii. **Memories**
 1. Photo Album
 2. Video Clips
- viii. **Archives-** as required
- ix. **Contact us** [Basically a web to email address communication system]
 1. Write to President- directly landing in his mailbox whoever is President of ABC ASSCN. in the period.
 2. Write to different ABC ASSCN. office bearers (to be pre-decided and emails provided)- All 51 Office Bearers names and emails

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will be provided so anybody can write to these people. Mails to go to only one person from ABC ASSCN. cc to Web Admin and one Nodal Person who will keep track of all such mails for reply and action.

3. Write to webmaster

x. **Guest Book**

xi. **Help on**

1. General
2. Blog`
3. Chat
4. Discussion Forum
5. Mailing Lists
6. Whom to Contact
7. Anything else

3. **Online Chat with President.** Provision may be created for online chat on pre-determined days and times between previously announced ABC ASSCN. Office Bearer and general members.

a. **We may think of an enhanced feature using this as an online GBM.** So the features will be

- i. **Registering of Participants by their user IDs** (which will be linked to their official email IDs at the time of registration for accessing website) for the chat session.
- ii. **Polling feature** during the chat session where ABC ASSCN. representative (Conductor of the chat session which will be treated as a GBM) will create an online Poll on real time basis and members will be asked to vote and results recorded.
- iii. **Passing of Resolutions** - Also creating of online textual matter and immediate signing (time stamping) by members with their USER IDs.
- iv. **Mailing of the transcript to the participants to their email IDs for record purpose**
- v. **Listing of the names and other ID details** as a proof of Member Participation in the subject chat session to generate an attendance sheet for GBM purpose which may be used to assess the requisite Quorum (a minimum Number of Participants for voting/ GBM).

4. **Interactivity Function-** may be through *chats/ automatic mailing* as stated in other sections/ sub-sections but also through *online forms and replies, RSS newsletter subscriptions* by members using Official Email / Registered User IDs to apply but use any email id to get the newsletters, *Commenting* on news items, *Online POLLS, Member uploads* etc.

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5. **Any other tools and features** that bidder can suggest for adding value to the website keeping in mind the Original Purpose. Due weight will be given to novel suggestions with detailed plans in the bids. One such feature can be **Video Streaming** [to directly webcast AGMs to all members]. Co
6. **Scope to accept Advertisements from businesses for our members.** If we can attract such advertisements in future, design to incorporate this when creating the website.

2. Web Administration

1. Web site is to be administered by CONTRACTOR for the contract period.
2. ABC ASSCN. will nominate official(s) to interact with specific web administrator or team handling web administration for all content uploading.
3. However if scope is provided in design that ABC ASSCN. representative can also upload that will be an additional advantage but will rarely be used.
4. Web Admin will perform all the Admin jobs that any Web Administrator performs and will include but not be limited to uploading content, ensuring Bulk Mail generation from fresh content posted on site as RSS based push mails as well as manually created push mails, interaction with hosting service providers for hosting related issues, be responsible for uptime of website by monitoring the website and interacting with hosting service providers if any problems arise (24x7 monitoring not required but during Holidays if any such need arises it has to be handled), maintain the databases used by the site, ensuring automatic email flows to be uninterrupted for any workflow activity designed in the website, anything else that is needed to be done in relation to management, maintenance and running of the website wrt to both content and technical aspects.
5. Normally we do not envisage any modification or addition to website if the design is well done taking into considerations of all needs. But sometimes cases may arise where new content placement is required on either a new page or existing page but in a new section/ segment. In such cases web administrator to also undertake the modification himself or through somebody. For this reason same CONTRACTOR bidding for all 3 jobs preferable.
6. Content for uploading can be given during any day only during working hours and sometimes on Holidays too and should be uploaded immediately when received. But delay upto max 2 hours, upto next day 10 am and upto next working day will be allowed for all content given between 10 am -5pm on working days, after 5 pm on working days and on holidays respectively. If content is given after 5 pm but before 6 pm on working days and next day is a holiday then content should be uploaded on same evening.

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7. With each update of content RSS Mail to be automatically generated subject to limit of Bulk Mail Terms and Conditions that will be finalized during placement of work order for the same.
8. Content can be given on any day through email. While 24x7 or even 8 x7 service is not required, there should be a contact person whose email and mobile phone number should be available so that he can be contacted and told what to upload. After that he can take his or her time within the max time delays allowed.

3. Bulk Mailing

1. We have 14373 members and this will never go beyond 15000 members. Our mailing needs are two folds.
 - i. **RSS Newsletters:** Many of our members either do not have an internet connection at office or does not have time to visit the website and it is also not possible for them to visit website regularly from home. So content uploaded on website has to reach them somehow through mails. Currently website uses RSS base Mails that are Auto Generated using PhPList application. These are **RSS NEWSLETTERS** that can be sent either daily, weekly or monthly depending on user choice and number of RSS items per mail is also left to user choice but both can be set/ reset by Web Admin too. RSS Item is the content posted on website in different pages/ sections/ areas.
 - ii. **Specific Mails:** These are manually created mails with contents not from website.
2. **Attachments:** These are Office Format files maybe in zip form and can go with specific mails. RSS Mails should carry links to web content including documents if any related to the said content. For web content RSS Mails when there are associated documents too, attachments need to be sent for people who do not have internet connection to be able to access the links. Hence work around/ something to be proposed how attachment is to be sent for RSS type mails.
3. **Max size of a mail will never be more than 300-400 kb**
4. **Max frequency of all mails combined:**
 - i. Average of last 2 years mailing has never been more than 4 times per month
 - ii. Maximum frequency of Mails per month: 8
 - iii. Minimum Frequency of Mails per month:0
 - iv. Max Mails sent at each time: 15000 recipients.

Instructions to Bidder & Method of Evaluation

This section contains instructions to bidders and also the method of evaluation.

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Definitions

1. **"Bidder"** – Anybody who is bidding for this / these jobs against this RFP.
2. **"Contractor"** – The bidder(s) who is finally given the work order for a job or jobs.
3. **"Owner"** – ABC ASSCN. and its contact person(s) as given or will be given.

General T&C

1. On award of work, a contract or contract will be drawn incorporating all Terms and Conditions, SOW and other contents of this RFP including any new T&C or SOW as mutually agreed at that time to make the contract binding.
2. As stated earlier the SOW given her is only indicative specially for the web design. The final SOW for web design and other jobs will be frozen after mutual discussions during evaluation leading to selection of CONTRACTOR.
3. Web Design is preferably to be done at Delhi since ABC ASSCN. contact is in Delhi for face to face interaction if necessary.
4. Web Administration and Bulk Mailing can be handled from any city provided control systems can be worked out.
5. Price bids should be firm without escalation clause for contract period wherever applicable.
6. **Payment for Web Design** will be done 30 days after submission of bill after acceptance of the web design through proper testing and subsequent Go Live and running of the website for 15 days after Go-Live during which live testing will be done to test all features.
7. **Payment for Web Administration Service** will be made on Bi-Monthly Basis.
8. **Payment for Bulk Mailing Service** will be as per Service Provider Terms but Evaluation will be done based on best terms Offered by Bidder.
9. CONTRACTOR cannot opt out of the web admin job before end of 36 months contract period.
10. Risk of CONTRACTOR withdrawing from Web Administration Work exists. OWNER needs Web Admin to be a continuous support/ service for the full term of contract. Hence suitable surety to be taken from CONTRACTOR.
 - Any Bidder can suggest a better acceptable proposal to ensure this service continuity.
 - As of now we propose to take an amount equal to the Web Admin Work Order for full 36 months period in cheque to be encashed in our account and kept at our bank as a Fixed Deposit for 36 months from date of commencement of Web Admin Job at the prevailing rates of Interest at the time of making the FD.

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- This money is to be given to us as soon as the web admin job starts but not later than one month from the date of commencement of this activity and before the first payment to contractor for this work.
 - The certificates will be held in OWNER's name but photocopy will be given to CONTRACTOR for verification of amount and interest due and date of maturity.
 - The Principal with Interest due will be given back to CONTRACTOR at the end of the contract period only if they complete the full terms of 36 months minimum or if OWNER cancels their Contract before this period.
 - At the time of any premature encashment of FD the Principal and Interest as calculated by Bank for such premature encashment will be paid back to CONTRACTOR within seven days of cancellation of contract by OWNER.
11. OWNER will not cancel the web design work once awarded but reserves the right to cancel the Web Administration and /or Bulk Mailing Jobs during any time before the normal expiry date of contract but with prior notice of one month if any failure of service happens. Failure of service though not defined at this stage, will be communicated to CONTRACTOR giving ample scope for rectification.
12. ABC ASSCN. may change/ modify/ add/ delete any Terms and Conditions, SOW, or other content of this RFP before receipt of the bids and the same will be informed to bidders before the submission date. This may happen due to ABC ASSCN.'s own initiative or any bidder's suggestions for change etc.
13. ABC ASSCN. also may change/modify/ add/ delete any Terms and Conditions, SOW or other requirements after placement of work order but after mutual discussions with Bidder awarded the job(s). This is to ensure a better deal for both sides.

Bidding

Bidder to quote in two bid system: Techno-Commercial and Price for all three jobs. In case some want to quote only for one job they may do so but their chance of getting the order will be less as preference is for those who are willing to undertake all three jobs and also because it will depend on us getting quotes for balance jobs.

Techno-Commercial

1. Techno-Commercial Bid should comprise of:-
 - **Bidder Company Profile/ information-** will be used to establish Bidder expertise in web design and other jobs, reliability as a service provider during evaluation,
 - Year of Incorporation
 - Ownership structure with full address of offices in India and in Delhi Specifically
 - Growth plans for the organisation

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- Bidder representative name for this Tender purpose who will be interacting with us during the evaluation / authorised to sign the contract, with proper supporting details for his authorisation.
- Details of Bidder Project Team which will handle our works if work order is granted.
- Web Design Projects handled with URLs of websites designed so that knowledge of bidder can be assessed through the available features in those web sites.
- Other Projects handled with details, if bidder wants to share.
- Technical details for Bulk Mailing Hosting Service.
- Any other details bidder wants to share that speak of the company's expertise, reliability of service and dedication
- **[Optional] Any Commercial Conditions and/or Offers** that Vendors would like to include in case work is awarded to them. ABC ASSCN. will pick up the best Terms and Conditions give due weightage to same during evaluation. ABC ASSCN. also reserves the right to negotiate with other vendors on the same if the others are also found suitable based on the other Evaluation Parameters.
- **[Mandatory] Offer Web design templates with functionalities asked by us along with additional suggestions in tune with our Web Site Purpose and as per SOW.** Basically the bidders are supposed to advise us the best way to go about the design and incorporating all the functionalities that we can include even if not given in the SOW of RFP but which will be useful to us. We are looking for Web Designing expertise and a complete make-over of our website. So the bidder has to study our requirement and state what they can and want to give us in terms of the Final Product and how it will look with all the features. The best designs/ templates/ features/ Functionalities that we need and can use will get higher marks and likewise the vendors will be ranked.
- **[Mandatory]** State the relevant Technological details of your Web Design w.r.t. platform, languages, tools, security features etc.
- **Please submit timelines for web design Project**
- **[Mandatory] For Web Administration,** the experience details for similar jobs handled by Bidder to be provided with acceptable Proof. Details of team {Name, years in Service with bidder, total years of experience and nature of experience} who will handle Web Administration to be provided.
- **[Mandatory] For Bulk Mailing Services** technical details to be provided to explain the services along with limits if any on mailing. Information on how the system avoids getting marked as a spammer to be given. Since we are

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not asking for specific details and since all Bulk Mailing Hosts Providers will be working on the same methodology, evaluation will be done based on how best a bidder can explain the function with full information

Price Bid

1. **Price bid for Web Design to be quoted in lump sum for one time design.** Lowest Price will be preferred but Quality of Design Suggestions may have more weight than higher prices than the lowest if the difference is commensurate to value being offered.
2. **Price bid for Web Administration to be quoted lump sum** for full contract period of 36 months but will be paid on Bi-Monthly basis on pro-rata. Will be awarded to lowest Bidder unless considerations for giving this job to the one who designed the website overweighs price consideration during the evaluation process.
3. **Prices for Bulk Mail Service to be quoted as per Bidder's Choice** but the evaluation will be done on the best customised offer since existing rates of bulk mailing at all Bulk Mail Service Provider is for commercial Bulk Mailers with number of mails per month much more than our need as expressed in the SOW. For eg Instead of fixed rates, "Pay as you go" type of terms or any other terms may be offered. Obviously this too will be evaluated on lowest cost to OWNER.
4. **Prices will be evaluated** individually as well as a total of all three and the best Offer either based on individual prices or total deal will be evaluated at the discretion of OWNER during evaluation depending on what offers are received.
5. Since bidders will quote for three jobs/ services, and since Web Admin job as well as the Bulk Mailing Service will be evaluated on lowest Prices, while the Web Design job may not be on lowest Price it is quite possible that splitting of work may happen.
6. ABC ASSCN. is a non-Profit Organisation and not a commercial organization that makes money, hence Bidders may offer discounts and other terms to make their offer attractive.

Submission of Bids

Bids are to be submitted by email preferably. Hard copy may be given where necessary and if Bidder so desires but only in addition to soft copy.

Evaluation Process

The Evaluation will be done by the named contact as given on the cover page of this RFP and it will be fast as this will be a single man evaluation and approving authority. The evaluation methodology has been explained in every part of this document wherever necessary.

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Cancellation of RFP/ BIDDING process

ABC ASSCN./ OWNER has the right to cancel the bidding process at any time before awarding the contract from date of issue of this RFP. While we are serious about awarding these three jobs to a Professional Outsourced agency, it must be appreciated that our website is running fine serving its minimum purpose at nearly zero cost and if prices quoted are too high for us to bear we may not like go ahead with the bidders. Otherwise there will be no other reason for withdrawing this RFP or not awarding the contract for the full term and also with future plans of continuity

Delivery Schedule and Completion of Work

As stated on cover page.

Free Training and Handing over Support for Web Administration and Design

CONTRACTOR is to give training to OWNER representatives on running this website in tandem with the Web Administrator and also in the absence of the latter as well as training on Bulk Mailing. This is to ensure eventualities of CONTRACT being terminated by OWNER and also for better performance of the Web Administrator himself since he will need OWNER representative to interact with him for content hosting etc.

COPYRIGHT and CONFIDENTIALITY

CONTRACTOR will have to draw a legal agreement on COPYRIGHT and CONFIDENTIALITY protection of content of OWNER that he will be handling in course of serving the contract.

Resolution of Disputes

In case of any legal disputes arising out of non-resolution on one to one amicable basis the Courts of Delhi Will have Jurisdiction to all such disputes.

Signing of Legal Agreements

CONTRACTOR will have to enter into legal contracts and sign necessary Legal Contracts as applicable with OWNER once the Contract is awarded. All such contracts will be kept simple and to the point.

XXThe End XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX