

ADVERTISEMENT

Tender Notice Inviting Website maintenance service providers

NABARD

National Bank for Agriculture and Rural Development (NABARD), is seeking proposals from reputed service providers for maintenance of its website www.nabard.org from interested firms/companies having competencies across digital medium such as website design, website development and maintenance, web log consulting, online marketing, search engine marketing and optimization and CRM initiatives. Service providers fulfilling the following criteria may submit their technical and financial bids in separate sealed covers to K. R. Nair, General Manager-PR, Secretary's Department, NABARD, C-24, G-Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400051. (Telephone No.022-26539121, 022-26539746).

The service provider should be a company/firm -

- having been in existence for at least 5 years.
- having experience of hosting and maintaining large websites with interactive features and having good average turnover
- Engaged in provision of similar services to other large national / international institutions. Experience with Banking institutions will be of advantage.

Full details and formats for Technical and Financial bids are available on our website www.nabard.org under Tender Notices.

Last Date for submission of bid - **16.00 hrs on 25 February 2010**

Specifications for Annual maintenance of NABARD Website : www.nabard.org

NABARD website primarily serves the purpose of information dissemination across a section of target audience/group.

Website Target Group (Indicative)

- Government Bodies
- Financial Institutions/Banks
- Foreign Agencies
- Rural Audience
- Agricultural Institutes
- NGOs
- Consumers
- Investors in NABARD Bonds seeking Information
- Media
- Researchers
- In-house staff members.

1) Job Description

- a) **Day to Day Activity** - Maintenance i.e. updation of the content of NABARD's Website (www.nabard.org) including its Hindi version,
- b) **Content Updation** - Changes to be carried out for content sent by NABARD in MS Word/MS Excel format to the Agency for Website updation/ changes Develop/ Uploading/ Moving/ Removing of web pages/ links etc. on daily basis / Maintenance/ additions/ updation in Contents (static & dynamic) and Graphics etc. of website
- c) **Creatives** - Effecting creative changes within the overall structure/design of the existing site. Banner creation for the NABARD Website sent in .pdf or open format.
- d) **Contact Database** - Any updation related to the contact details e.g. change in address, phone number of department heads, Regional Office executives, district development managers..
- e) **Maintenance of Databank** – Indexing, tuning of Data Structure on monthly basis.
- f) Carrying out accessibility & usability tests of the website on daily / weekly basis.

2) Platform and Database

- a) Conversion of data into web documents is service provider's responsibility.
- b) All the material on the NABARD website is made available in two formats - html and pdf. Data are also required to be hosted in excel. Photographs are sent in jpeg or other formats. Tables and

accounting related data are maintained in Ms-Excel format. The material is hosted simultaneously in all the formats on the website synchronised with the direct release of the hardcopy by the NABARD. Documents sent by NABARD in MS Word/MS Excel format for Databank related sections to be hosted in databank after incorporation of requisite header/footer.

- c) Client side scripts used on web pages if any, should be compatible with all the major web browsers.
- d) Databank to be structured for running query and creating tables on selected fields.
- e) The service provider shall first take over the existing site with all its contents and software and manage it.
- f) The ownership of entire data hosted in NABARD's Internet website, in all forms including text, data, graphical, animations, audio/video content etc., rests only with NABARD even if the service provider facilitates hosting the content on the website on a server owned by the service provider. Similarly, the ownership of all source code of software used for the purpose of hosting the content on NABARD's Internet website would rest with NABARD.
- g) The web site runs on an offsite location on Windows platform with ASP.Net as the Scripting language and SQL Server as the database.
- h) WebPages are displayed in HTML format with scope for links to details wherever available.
- i) The print option with formatted page is available for all formats.

3) Some Requisites

- a) The website must be available 24 x 7 x 365. Tolerance to down time for the website is zero. The security and integrity of the database and the website has to be maintained under all circumstances.
- b) Timeliness, uninterrupted service, volumes, quick response time and confidentiality are uncompromised requirements of NABARD website. User friendliness is an equally important feature of the site.
- c) The service provider is required to take over the management of the existing web site on an 'as is' basis and continue to improve facilities and functionalities identified below within a specific time line.
- d) The service provider will ensure that additional web hosting space is available whenever the data to be hosted exceeds the available limit. For this purpose assessment of additional web space required may be made well in advance by the service provider.
- e) Enhancement of the features of the web site should be a continuous exercise. The minimum enhancement of functionalities that need to be provided are:
 - (a) The site should have a powerful search engine
 - (b) Improvement in navigation
 - (c) Audio/video streaming
 - (d) Website should support all major web browsers.
 - (e) Bilingual content enhancements

- f) Revamping the website could include:
 - (a) Use of XBRL/RSS for disseminating information
 - (b) Any other suggestions which could be implemented

4) Search Engine Optimisation

Ongoing Search Engine Optimisation across pre-defined Search Engines, Indian and International. Content and Meta information, Submission to search engines and open directories, Keyword status track, providing clicks to keywords, backward linking. For the optimization process among other things Agency will coordinate with the concerned Department of NABARD and collate basic information of relevant keywords to their section. After this, collation of all the keywords can take place and the Website can be optimized with the existing content.

5) Monthly Activity

- a) Website Analytics
- b) Recommendation basis the Audit and analytics if any
- c) Subscription Reports
- d) Newsletters/mailers creation and maintenance
- e) Website Back-up (Content + Web Pages + Database + Source Code) on CD/DVD on monthly basis
- f) Monthly Meeting with NABARD to address concerns if any

6) Others

- a) Online Library Management of Archived information resources
- b) Online Query Management – Response to queries posted on the site by various stakeholders, potential and existing customers, media etc.
- c) Online Response Management – Responses to all categories of e-mail communication that is generated through the site, using templatised collateral
- d) Site usability consulting.

7) Back-up and Disaster Recovery

- a) Back-up of the site – working copy of the site (including Content + Web Pages + Source Code + Database) is to be provided to NABARD at fixed periodical intervals.
- b) NABARD also requires a disaster recovery and business continuity plan for the website. The same has to be documented and provided to NABARD for approval.

8) Security and Audit of the Website

- a) The website has to be guarded against any type of hacking attacks.
- b) This would include checking the material given by NABARD itself for in-built vulnerabilities or if they could cause vulnerabilities.

- c) Periodically, industry standard Information System audit of the site, at least annual, should be conducted and a copy of the report should be submitted to NABARD.
- d) NABARD will assign the security audit of the website to its own officers or to an agency to ensure the adequacy of protective measures applied. The website manager has to provide access to all data and programmes which relate to NABARD's website to such assigned persons. Temporary log-in facilities have to be provided to the audit teams so that the team can check the security features of the system.
- e) Shortcomings in the security systems, if any, pointed out by NABARD assigned audit teams will have to be made good in the minimum time required.

9) Period of Assignment

The initial assignment, i.e. contract, of the maintenance of the website will be for a period of 2 years subject to review every year and will be extended further on a yearly basis. However, both parties will have the option to terminate the contract with a notice period of one month or on mutually agreed notice period.

10) Who Can Apply ?

- a) Companies, who shall provide evidence that they are current legal entity in India, with impeccable repute in managing equally large and data oriented sites, with at least five years' experience in managing similar websites may apply. The company should have experience of hosting large websites with interactive features and made profit continuously in the last three years with good average turn over.
- b) The bidding company must undertake that there is no legal action being taken against it for any cause in any legal proceedings. If such an action exists and the Bidder considers that it does not affect its ability to deliver the RFP requirements, it shall provide details of the action(s).
- c) The bidding company must furnish proof that it has been engaged in providing of similar services for other large, national / international institutions. Providing such services to banking institutions / Govt. agencies could be deemed to be an added advantage.

11) How to Apply ?

- a) Please send us a detailed profile of your company, including the number of people and their technical qualifications, details including physical location of the main server and the mirror server, technical details of the server on which the sites are hosted, bandwidth available, technical details of the connectivity between NABARD and website manager for transmission of material, security policy and measures adopted by the company in case of management of websites and any other relevant details that in your opinion should be crucial in proving your capability to manage NABARD website.
- b) Please also mention URLs of at least three other public websites that you manage for your clients and which in your opinion are comparable either in terms of criticality, volume of data and reputation of the NABARD website.
- c) Please enclose a small write up reviewing the present NABARD website and details of how would you visualise the NABARD website to be and suggest areas which need improvement.

- d) It is recommended that a visit to the NABARD Website (www.nabard.org) would be beneficial in sizing up the requirement stated in this document.

12) Two-Stage Bidding Process

- a) For the purpose of selection of the vendor, a two-stage bidding process will be followed.
- b) The response to the present expression of interest is to be submitted in two parts, i.e. the Technical Bid and the Financial Bid. These are two distinct and separate parts of the tender.
- c) The 'Technical Bid' will contain the comprehensive technical details, whereas the 'Financial Bid' will contain the pricing information. The Technical Bid should NOT contain any pricing or financial/commercial information at all.
- d) In the first stage, only the 'Technical Bids' will be opened and evaluated. Those companies whose bids satisfy the technical requirements of the solution, as determined by NABARD and as per the requirements/specifications and the terms and conditions of this document, shall be short-listed.
- e) Under the second stage, the Financial Bids of those companies whose bids have been short-listed earlier on the basis of evaluation of their Technical Bids, will only be opened for further processing.
- f) NABARD may call for any clarifications/ additional particulars required, if any, on the technical/ Financial bids submitted. The vendor has to submit the clarifications/additional particulars in writing within the specified date and time. The Bank at its discretion may disqualify the bidder's offer, if the clarifications/ additional particulars sought are not submitted within the specified date and time.
- g) Amendments to this bid document may be issued at anytime, prior to the deadline for the submission of bids. From the date of issue, amendments to the bid document shall be deemed to form an integral part of the bid document
- h) NABARD reserves the right to call for a presentation on the features etc., from the shortlisted bidders based on the technical bids submitted by them to make an evaluation.
- i) The Financial bid should contain quotation for end-to-end web hosting services as envisaged in this document.
- j) The bids must be submitted in accordance with the format specified in this document.
- k) Bidding companies must acquaint themselves fully with the conditions of the bids. No plea of insufficient information will be entertained at any time.

Kindly ensure to submit the bids in the formats as given in Form 'A' (Technical Bid) and Form 'B' (Financial Bid) in separate sealed covers.

13) Where to send ?

Please send expression of interest with Technical and Financial Bids in the specified formats giving complete details in separate sealed covers, superscribed as '**Technical Bid**' and '**Financial Bid**', to K.R. Nair, General Manager-PR, Secretary's Department, NABARD, 8th Floor, B-Wing, Head Office, C-24, G-Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400051 latest by **16.00 hrs on 25 February 2010..**

14) Period of bid validity

The Bids shall be valid for a period of three months from the closing date for submission of the bid.

15) Evaluation

NABARD will evaluate the bids following the process as stated in Para 12 above. The evaluation criteria shall be based on the requirements stated in this bid document.

16) Acceptance of Bid

The acceptance of the bid, will be communicated in writing at the address supplied by the bidding company in the tender response.

17) Signing of Contract

The Successful bidder shall be required to enter into a contract with NABARD, within thirty (30) days of the award of the bid or within such extended period, as may be specified by NABARD on the basis of the Bid Document.

18) Right of NABARD to accept or reject the bid

- a) NABARD reserves the right to accept/reject any or all offers submitted in response to this notice without assigning any reason whatsoever.
- b) NABARD reserves the right to short-list the vendors based on the requirement of the Bank and may call bidders for a presentation or otherwise before an evaluation committee, at bidder's cost.

19) Governing Law and Disputes

- a) The bids and any contract resulting therefrom shall be governed by and construed according to the Indian Laws.
- b) All disputes or differences whatsoever arising between the parties (i.e., NABARD and the vendor) out of or in relation to the interpretation construction, meaning and operation or effect of this or breach thereof relating to any of the rights and liabilities, shall be settled amicably. If, however, the parties, as above, are not able to resolve them amicably, the same shall be settled by arbitration in accordance with the Arbitration and conciliation Act, 1996. The award made in pursuance thereof shall be binding on the parties, as above. The Arbitrator/Arbitrators shall give a reasoned award. Any appeal will be subject to the exclusive jurisdiction of the courts at Mumbai, India.
- c) The vendor shall continue work under the Contract during the arbitration proceedings unless otherwise directed in writing by NABARD or unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator or of the umpire, as the case may be, is obtained.
- d) The venue of the arbitration shall be Mumbai, India.

Form 'A'

Format for submitting Technical Bid

{No financials to be mentioned in this}

Sl. No.	Particulars	Details
1.	Basic:	
	a) Company's Name	
	b) Date of Incorporation	
	c) Corporate Office Address	
	• Contact Person	
	• Phone No.(landline/Mobile)	
	• Fax No.	
	• Email address	
	• Contact person in Mumbai	
2.	Turnover:	
	• Turnover for last 3 years	
	a) Turnover of the company	
	b) Turnover of the website services	
	c) Profit from the website services	
	• Balance Sheet	Attach Audited Balance Sheet for last 3 years
3.	Technical:	
	<i>Please provide details relevant only to website service</i>	
	a) No of Technical Staff (In India)	
	• Hardware Area	
	• Software Area	
	b) Service/Support facilities (in India)	
	• Support facility locations	Attach a list of locations
	• No of personnel per location	-do-
	- for Hardware	
	- for software	

4.	Project implementation experience in web hosting and maintenance:	
4.1	Project Name: I.	
	Project Location:	
	Client Name:	
	Number of concurrent visitors supported (<i>give maximum peak hits and average numbers</i>)	
	Client contact/reference person(s): Name Address – if different from above Telephone Facsimile Mobile Phone Email address	
4.2	Project Name: II.	
	Project Location:	
	Client Name:	
	Number of concurrent visitors supported (<i>give maximum peak hits and average numbers</i>)	
	Client contact/reference person(s): Name Address – if different from above Telephone Facsimile Mobile Phone Email address	
4.3	Project Name:	

	III.	
	Project Location:	
	Client Name:	
	Number of concurrent visitors supported <i>(give maximum peak hits and average numbers)</i>	
	Client contact/reference person(s): Name Address – if different from above Telephone Facsimile Mobile Phone Email address	
5.	Specific Technical Information: What would be the features and strategies adopted by the bidding company on the following: a) website management b) maintenance c) content management d) uptime/availability strategies (like Average Roundtrip Latency standards) e) security management f) back-up system g) disaster recovery and business continuity plan <i>{Multiple options can be given here. It has to be, however, ensured that complete details are given with recommendations for optimum solution which is cost effective and functional}</i>	
6.	(a) Proposal including timeframe to take over hosting of the website as it is at present. (b) Proposal including time frame to implement suggestions at 3 (f) "Some Requisites".	
7.	Other Information:	
	Conforming to privacy norms	Yes. Would abide by privacy norms and policy of NABARD

	a) What would be the source of contact between NABARD the team that hosts the web site and the mode of contact	
	b) What would be team size of technical professionals dedicated full time for this assignment ?	
	c) What would be the frequency in change of the team hosting web site that would normally interact with NABARD team	
	d) Briefly describe the hardware / server infrastructure setup on which the site would be hosted.	
	e) Briefly describe the connectivity infrastructure available at hosting location.	
	f) Please give any other information that you feel would be useful.	

Form 'B'

Format for submitting Financial Bid

Sl. No.	Particulars	Amount (INR)
1	Name of the Company:	
2	Phase I a. One Time takeover of the website for hosting*. b. Annual Maintenance for present website.	
3	Phase II Revamping of website	
4	Annual maintenance charges for website a. No of years of free maintenance (warranty) b. Per year charges after warranty period	
5	Data Storage per MB per month#	
6	Change management@ per man day #	

* In case multiple options are offered (please see item no. 6 in format for Technical Bid), please give commercials for all the options separately in financial bid.

@ Please define what will be considered as change management.

Applicable for both Phase I and Phase II.