

Advertisement for engaging suitable Agency for Design, Development, Integration and Maintenance of a Website

IPL Centre for Rural Outreach (ICRO) intends to engage the services of a professional experienced agency for designing, development, Integration and maintenance of a new website. The website should showcase the intended objectives and provide information about various projects and initiatives. The website should have a user-friendly interface, intuitive navigation, and be optimized for search engines. It should also include features such as online application, social media integration, blogs, event calendar, testimonials, success stories, resource library, news and updates, multi-language support etc.

Qualifications:

The agency should meet the following qualifications:

- Proven experience in website design and development, with a portfolio of previous work;
- Expertise in HTML, CSS, JavaScript, and other relevant programming languages;
- Familiarity with web integration and domain management;
- Experience in implementing responsive design and accessibility standards;
- Experience in providing AMC (Annual Maintenance Contract) services for websites;
- Familiarity with security best practices, including experience in implementing SSL certificates, firewalls, and malware protection.

Scope of Work:

As part of this role, the selected agency will be responsible for the following tasks:

- Understand requirements and design a website that meets the required standards and reflects brand identity, and providing multiple design options for selection;
- Developing website features and functionality using various programming languages/ CMS platforms, and ensuring the website meets responsive design and accessibility standards;
- Providing testing to ensure website functionality and optimal user experience across multiple devices and browsers;
- Providing website integration, including server optimization and troubleshooting;
- Implementing SEO best practices to ensure the website's content is optimized for search engines;
- Providing AMC services (for 3 years) for website maintenance, security, and updates, including regular website performance audits, and implementation of website and server security measures.

The Agency shall undertake all the Website Design, Development, Integration and Maintenance work and shall include the below mentioned points:

Sl. No.	Stage of Website Development	Description
A.	Design	
1.	Conceptualization / Visualization of the website	Undertake a detailed conceptualization and visualization of the website in order to create a framework of the entire project.
2.	Implementation of Web features	Updated Web features will be added to the website, to make it interactive.
3.	Mockups designs/HTML	To give a visual presentation of the website.
4.	Main Navigation, sub navigation and other links	Ensure proper navigation of the website both main and sub.
5.	Inner Pages	Designing of the inner pages.
6.	Site map	Site map for search engine crawling (Google/Bing perspectives shall be undertaken).
7.	W3C validation	For each pages of the website.
B.	Website Development	
1.	Layout Designs	Professional, modern, elegant, sophisticated, professional, permanent, client-centric, user friendly Layout design.
2.	Integration with CMS / back-end	As per site requirement
C.	Website Integration	
1.	Website Integration to server.	<p>Server Configuration: Configure the server hardware and software to meet the technical requirements of the website.</p> <p>Website Migration: Migrate the website files and database from the current hosting provider to the new server.</p> <p>DNS Configuration: Configure the DNS settings to ensure that the website domain name points to the correct IP address.</p> <p>Web Server Configuration: Install and configure the web server software to serve the website files and handle HTTP requests.</p> <p>Database Configuration: Install and configure the database software (e.g., MySQL or PostgreSQL) to store and manage the website's data.</p> <p>Security Configuration: Implement security measures to protect the website from cyber threats, such as firewalls, SSL certificates, and intrusion detection systems.</p>

		<p>Backups: Set up a backup system to regularly back up the website data and ensure that backup files are stored in a secure location.</p> <p>Performance Optimization: Optimize the website's performance to improve page load speed and reduce server load.</p>
D.	Annual Maintenance Contract (AMC)	
1.		<p>Technical Support: Provide technical support to resolve any issues related to the website or server.</p> <p>Server Maintenance: Monitor and maintain the server to ensure optimal performance and uptime.</p> <p>Website Maintenance: Perform regular updates to the website software and plugins to ensure compatibility and security.</p> <p>Security Maintenance: Implement and maintain security measures to protect the website from cyber threats, such as firewalls, SSL certificates, and intrusion detection systems.</p> <p>Backup and Recovery: Set up and maintain a backup system to regularly back up the website data and ensure that backup files are stored in a secure location. Also, provide recovery services in case of any data loss.</p> <p>Performance Optimization: Continuously monitor and optimize the website's performance to improve page load speed and reduce server load.</p> <p>Content Management: Provide content management services such as adding, editing, or removing website content.</p> <p>Version Updates: Perform version updates for the website software and plugins in a timely manner.</p> <p>Change Management: Monitor and manage website changes and updates to ensure website functionality and stability.</p>

Technologies:

Core PHP5, Photoshop, HTML 5, CSS 3, jQuery, Java Script, MySQL, third plugins and more.

Payment terms and conditions:

- The total cost for website design, development, and integration will be up-to **Rs. 1.00 Lakhs (Plus GST)**, to be paid as follows:
 - a) 20% upon signing the contract,
 - b) 30% upon website design approval,
 - c) and 50% upon website launch and Integration with server.

Note: Final payment may be released to the agency after issuance of safe to host certificate by Cert-In empanelled auditor and Go-Live of website by the agency in production server.

- The AMC cost for website maintenance, security, and updates will be in the range of **Rs. 20,000-Rs. 30,000 per year (Plus GST)**, payable at the beginning of each year. The AMC contract will be valid for 3 years, to be renewed on year to year basis (based on performance review).
- The selected agency will be required to provide periodic reports on project progress and AMC services, and respond to any client inquiries or concerns in a timely manner.

Timelines:

The Project of website design, development, and integration shall be completed in **15 working days**.

Other information:

1. The interested agency(s) may send the filled-in Application as per attached format through email along with proof of work done.
2. The website shall be secured as per Govt. of India guidelines.
3. The agency should be able to troubleshoot and resolve any unforeseen problems, cyber incidents with the website at a notice of less than four hours.
4. The agency has to share the entire source code, database code, program files, design, documents etc. developed for the said website with ICRO from time to time or whenever demanded by ICRO.
5. Security Audit of the new website may be done through a CERT-IN empanelled auditor. All the audit observations given by the security auditor will have to be resolved by the agency within 30 days.
6. The engagement can be terminated by ICRO at anytime, without any notice or reason.

Interested agency may apply within seven days to:

The Director, ICRO
3rd floor, NPC Building
5-6 Institutional Area,
Lodhi Road
New Delhi 110003
ICROIPL@GMAIL.COM
Tel:01124607320

**Application for engagement as Agency on lump-sum basis in IPL Centre for Rural Outreach
(ICRO)**

Name of the Agency	
Type of Organization (Please provide copies of Memorandum & Articles of Association, etc.)	
Address of Corporate Office, Telephone/Tele fax Numbers, corporate email-ID and website URL	
Names, Address and Email IDs & mobile numbers of Authorized Representatives/ contact persons/Directors/ Partners/Proprietors/Key Managerial Personnel	
Company or Firm PAN Number & GST no (attach supporting documents)	
Details of Account 1. Bank Name & Branch 2. Account Name 3. Account Number 4. IFSC (attach supporting documents)	
List the business association / work executed /any empanelment of Similar Nature. Provide Supporting Documents.	
Details of experience to be attached in proforma appended as "Appendix"	Duly filled proforma "APPENDIX" is attached.
Certificates / Undertaking to the effect that the bidder had never been blacklisted by any of the Government Organization / Agencies	
Any other relevant information (use a separate sheet, if necessary)	

Financial Quotation:

Sl.No	Item	Cost (In INR)
1.	Design, development, Integration of Website	
2.	Annual Maintenance charges (AMC) for website maintenance, security, and updates	
	Total (1+2)	
	Applicable Taxes	
	Grand Total	

The information furnished above is true to the best of our knowledge and belief. We have carefully read the terms and conditions mentioned in the advertisement done by ICRO and they are acceptable by us. We certify that no disciplinary proceedings are pending against us, as on date. We also state that we have disclosed all material facts.

Date:

Place:

(Authorized Signature & Seal)

APPENDIX

DETAILS OF EXPERIENCE

Period (Starting from the last)	Name of Office/Organization	Name of the Project	Details of the Project

(Authorized Signature & Seal)