

Administrative Staff College of India



asci
Leadership through Learning

REQUEST FOR PROPOSAL (RFP)

**Design, Development, Deployment and Maintenance of
ASCI's Website and Management of Social Media
Platforms**

<https://asci.org.in>

Issued by Administrative Staff College of India

January 2025

Table of Contents

Title	Page No.
1. INTRODUCTION	3
1.1. OVERVIEW	3
1.2. ABOUT ADMINISTRATIVE STAFF COLLEGE OF INDIA	3
1.3. PROJECT TIMELINE	3
1.4. ADMINISTRATIVE STAFF COLLEGE OF INDIA (ASCI) CONTACT INFORMATION	4
1.5. RFP INQUIRIES.....	4
1.6. TERMS OF SERVICE.....	4
2. GOALS AND BACKGROUND.....	4
2.1. PROJECT OBJECTIVES AND GOALS	4
2.2. TARGET AUDIENCES	6
2.3. OUR CURRENT ENVIRONMENT	6
3. SCOPE AND DELIVERABLES FOR WEBSITE DEVELOPMENT AND MAINTENANCE	6
3.1. VENDOR EXPERIENCE AND DEVELOPMENT CRITERIA	6
3.2. DESIGN GUIDELINES AND QUALIFICATIONS	7
3.3. RESPONSIVE WEBSITE	8
3.4. SYSTEM FUNCTIONALITY.....	8
3.4.1. <i>Automatic Sitemap</i>	8
3.4.2. <i>Content Expiration</i>	8
3.4.3. <i>Content Management</i>	8
3.4.4. <i>Content Preview</i>	8
3.4.5. <i>Content Scheduling</i>	8
3.4.6. <i>Hyperlinking</i>	8
3.4.7. <i>Menu Updates</i>	8
3.4.8. <i>Page Templates</i>	8
3.4.9. <i>Facility for document uploading and downloading</i>	8
3.5. SYSTEM FEATURES	9
3.6. TECHNOLOGY/PLATFORM REQUIREMENTS.....	11
3.7. MAINTENANCE AND SUPPORT	11
3.8. SCOPE OF WORK – SOCIAL MEDIA MANAGEMENT:	12
4. EVALUATION OF PROPOSALS.....	15
4.1. EVALUATION OF SUBMITTED PROPOSALS.....	15
4.2. EVALUATION CRITERIA	16
4.4. PRESENTATION AND DEMONSTRATIONS.....	16
4.5. RECOMMENDATION FOR AWARD.....	16
4.6. CONTRACT DISCUSSIONS	17
4.7. LETTER OF AWARD	17
5. VENDOR QUALIFICATIONS AND OBLIGATIONS.....	17
5.1. DOCUMENTS TO BE SUBMITTED	17
5.1.1 <i>Executive Summary</i>	17
5.1.2 <i>Corporate Profile</i>	17
5.1.3 <i>Vendor System Information</i>	18
5.1.4 <i>Services and Implementation</i>	18
5.1.5 <i>Client Examples</i>	19
5.1.6 <i>Project Team</i>	19
5.1.7 <i>Documentation</i>	19
5.1.8 <i>Training</i>	19
5.1.9 <i>Software Support and Maintenance</i>	20

5.1.10	Warranty.....	20
5.1.11	Costs.....	20
	Services and Support Costs.....	20
	Ongoing Costs.....	20
	Optional Costs.....	21
5.2.	PENDING LITIGATION.....	21
6.	TENTATIVE MILESTONE AND PAYMENT TERM:.....	21
7.	SUBMISSION FORMAT AND DELIVERY REQUIREMENTS.....	22
7.1.	PROPOSAL RESPONSE DELIVERY	22
7.2.	BOQ (BILL OF QUANTITIES):	22
7.3.	ACCEPTANCE OR REJECTION OF SUBMISSIONS	22
7.4.	COSTS FOR DOCUMENT DEVELOPMENT	22
7.5.	PROPOSAL VALIDITY.....	23
7.6.	CONTRACT EVALUATION AND AWARD	23
8.	CONTRACT NEGOTIATION AND EXECUTION	23
8.1.	PROPOSAL SUBMISSION CERTIFICATION.....	23
8.2.	PERFORMANCE BOND	23
	ANNEXURE – I -FINANCIAL BID FORMAT	24

1. Introduction

1.1. Overview

The Administrative Staff College of India (ASCI) has issued this Request for Proposal (RFP) in order to select and contract with a service provider (“vendor”) to design, develop, deploy and maintain its official website <https://asci.org.in> and to manage the social media pages of ASCI. The chosen strategic partner must be a service provider who has experience and proven track record in managing government website design projects and expertise with best practices regarding:

- 1.1.1. successful website design
- 1.1.2. user experience and usability testing
- 1.1.3. information architecture
- 1.1.4. website development and deployment
- 1.1.5. content strategy
- 1.1.6. social media integration
- 1.1.7. search engine optimization
- 1.1.8. Responsive design.
- 1.1.9. Social Media Management

1.2. About Administrative Staff College of India

The Administrative Staff College of India (ASCI), established in 1956, holds the distinction of being the first management institute in India and the third oldest in Asia. Headquartered in Hyderabad, ASCI is dedicated to strengthening the governance, management, and leadership capabilities of professionals and organizations. Over the decades, it has been at the forefront of delivering innovative, need-based solutions through training, research, consultancy, and knowledge dissemination.

ASCI conducts over 200 Management Development Programmes annually. The College has an alumni base of 1,70,000 professionals across industries and services. ASCI is a trusted partner to several prestigious international organizations, including the Asian Development Bank (ADB), the World Bank, the Bill & Melinda Gates Foundation, and others.

Operating from two campuses in Hyderabad and one in New Delhi, ASCI houses specialized Centres, each focusing on critical areas of knowledge and practice:

- i. Centre for Agriculture and Rural Development
- ii. Centre for Economics and Finance
- iii. Centre for Energy Studies
- iv. Centre for Environment, Urban Governance & Infrastructure Development
- v. Dr. Kakarla Subba Rao Centre for Healthcare Management
- vi. Centre for Human Resources Development
- vii. Centre for Innovation and Technology
- viii. Centre for Management Studies
- ix. Centre for Managerial Communication and Marketing
- x. Centre for Management of Land Acquisition, Resettlement and Rehabilitation
- xi. Centre for National Security Studies & India’s Foreign Relations
- xii. Centre for Public Policy, Governance and Performance.
- xiii. Centre for Innovations in Public Systems

1.3. Project Timeline

Project Timeline Dates	
RFP Release Date	06/01/2025
Submission of Written Questions	16/01/2025

Response to Vendor Questions	21/01/2025
Submission of Proposal	31/01/2025

1.4. Administrative Staff College of India (ASCI) Contact Information

This RFP is issued by ASCI, Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad – 500082. The points of contact for all questions or requests for additional information are:

Contracting Contact
Mr N Venkateswarlu Manager - HR, P & S Administrative Staff College of India Email: hrmanager@asci.org.in

Technical Inquiry Contact
Mr Durga Prasad Manager - IT Administrative Staff College of India Email: durga.prasad@asci.org.in

Any contact with personnel of ASCI excepting the contact persons named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

1.5. RFP Inquiries

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing in accordance with 1.4 above. All inquiries must be received no later than 2.00 p.m. on 16/01/2025 and must be labelled “Design, Development, Deployment and Maintenance of ASCI Website and Management of Social Media” Each inquiry must include the inquirer’s name, organization name, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

ASCI will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors. Telephone calls **will not** be accepted regarding this RFP. Inquiries received after 16/01/2025, 2.00 p.m. deadline **will not** be considered. All inquiries received before the deadline will be compiled.

Responses to inquiries will be emailed to the respective vendors who posed the inquiries.

1.6. Terms of Service

ASCI wishes to engage a vendor for the duration of this project and regular maintenance services and on-call services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

2. Goals and Background

2.1. Project Objectives and Goals

The primary objectives and goals of the website development are as follows:

2.1.1 **Interactive and Engaging Website** – We aim to develop our website with an intuitive and

user-friendly interface, ensuring that visitors and other stakeholders can easily access its content on any device.

- 2.1.2 **Purpose of our New Website –**
- Project/improve the image of the organization by disseminating upcoming training programmes, Management Development Programmes and Research Projects along with up-to-date upcoming events/news.
 - Serve the needs of stakeholders by providing them easy access to the contents of the website such MDP calendar, Programme Brochure, and information related to various centres of College.
- 2.1.3 **Target audience –** We view all website users as important stakeholders. Our website serves as our digital front door and marketing platform, designed to prioritize client needs and enhance interactions and engagement with them. (please refer 2.2)
- 2.1.4 **Promoting programmes aligning with Karmayogi Mission –**The Karmayogi Mission is a flagship initiative by the Government of India, aims to enhance the capacity and competency of employees with a focus on continuous learning, skill development, and the integration of modern technology. This is an untapped opportunity for training institutions like ASCI. Our vendor should specifically focus on promoting training programmes aligned with the Karmayogi framework.
- 2.1.5 **Research Based Design –**Vendor should employ a strategic research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.
- 2.1.6 **Responsive Site –** Visitors to our website may use different devices like computers, tablets, and smartphones. Our new website should automatically adjust to fit the screen size of any device, providing the best view for each user. This will make sure everyone can easily access the site, no matter what device they use.
- 2.1.7 **Conformation to the standards -** The new website should comply with
- GIGW 3.0 guideline by MeiTy
 - World Wide Web Consortium’s (W3C)
 - Web Content Accessibility Guidelines and
 - The vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium’s (W3C) Web Accessibility Initiative (WAI), and train our users in creating accessible content.
- 2.1.8 **Flexible Solution –** The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and within the maintenance period.
- 2.1.9 **Robust Hosting Environment –** we are seeking a hosted website solution that should include:
- Hosting in reliable data centers – preferably GCC.
 - Guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)
 - Full disaster recovery to a backup data center with less than 60 minutes site restoration and less than 15 minutes data replication.
 - Complete Distributed Denial of Service (DDoS) mitigation solution to detect and mitigate malicious cyber-attacks.
- 2.1.10 **Evolutionary SaaS Solution –** The vendor’s hosted content management solution (CMS) should be in a state of constant evolution and improvement. The solution should not cover any subscription fee for regular monthly updates and improvements to existing features of the CMS and incorporate new enhancements and features during the maintenance period.

2.1.11 **Simplify and Streamline Administration** – The solution should:

- Simplify website administration, allowing the service provider of all skill levels to update the website content in coordination with respective centers and departments of the college.

2.2. **Target Audiences**

Audiences served by the website will include:

- HR Managers, Programme Managers of Government, PSUs & Private Companies
- Corporate Executives and Business Leaders
- Healthcare Professionals
- Students and Young Professionals
- Academicians and Researchers
- NGOs and Development Sector Professionals
- International Delegates and Organizations
- Alumni Network
- Media and Industry Influencers
- Public Sector Undertakings (PSUs)
- Industries
- Other Government Institutions Looking for Training Needs

2.3. **Our Current Environment**

This is a summary of our existing website environment:

- 2.3.1 **Existing Website** – The existing website was launched in 2015.
- 2.3.2 **Content Management** – The website consists of web pages managed by ASCI’s IT division in consultation with respective centres.
- 2.3.3 **Content Strategy** – Approximately 10 pages are managed through the content management system.
- 2.3.4 **Website Documents/Images** – The site contains low-quality pictures and graphically it needs improvement.
- 2.3.5 **Website Platform** – The site has been developed using Wordpress (php, js, mysql and HTML)
- 2.3.6 **Website Hosting** – The site is hosted on a shared server platform owned by a third part vendor.

3. **Scope and Deliverables for Website Development and Maintenance**

3.1. **Vendor Experience and Development Criteria**

We will prioritize vendors with experience in developing websites for government or training institutions. Special consideration will be given to their range of experience, client references, years of expertise, and the skills of their team. Additional development criteria include:

- 3.1.1 **Collaborative Effort** – The website will be developed collaboratively by ASCI (will provide the guidance regarding content) and the vendor, with oversight provided by a dedicated project management professional employed by the vendor.
- 3.1.2 **Skilled Team** – Vendor will provide a team led by their IT project manager. This team should include staff members skilled in institutional website user experience, navigation and information architecture, institutional website design, accessibility, support and

training of the Content Management System.

- 3.1.3 **Proven Content Management System** – The proposed content management software must be a proven platform for website development and institutional website architecture. Development that is requested and approved by ASCI should be performed by the vendor utilizing AGILE software development methodologies that encourage collaboration between the developer and ASCI.
- 3.1.4 **Internal Development Staff** – The vendor should be involving own development staff and shouldn't subcontract any part of the contract.

3.2. Design Guidelines and Qualifications

The design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between ASCI and the vendor, incorporating elements that effectively represent ASCI's brand and image through a data-driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive design of our website. The techniques should include the best practices of usability and user experience:

- 3.2.1 **Stakeholder survey** – ASCI will organize centre-wise discussion (involving the center directors/ faculty of respective centers) with the purpose of identifying stakeholder requirements, validating goals and tasks for the new website.
- 3.2.2 **Accessibility validation** – The vendor should analyze the accessibility of the current site and make recommendations for the new site.
- 3.2.3 **Site analytics** – The vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.
- 3.2.4 **Mobile usability** – The vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.
- 3.2.5 **User usability testing** – The vendor will interact with a set of users to test interaction with the website and identify issues with navigation and layout.

The usability study should result in a written report with **design recommendations and a wireframe** of the proposed website, which will be used to develop homepage and interior page designs. This report should be submitted to the contracting contact representative mentioned in paragraph 1.4.

Specific design guidelines include:

- 3.2.6 **Accessibility** – The website design and associated elements should comply with GIGW 3.0 standards.
- 3.2.7 **Consistent Website Design** – Website design must remain consistent throughout all pages to maximise usability, except where differentiating between Centres, departments or sections of the website as requested by ASCI.
- 3.2.8 **Design Overview** – Website design must be visually appealing, incorporating ASCI's colours and logo where appropriate.
- 3.2.9 **Design Process** – The vendor shall develop an original design for ASCI and subsequently (during the development of the website), consult key members of ASCI's **website**

development committee and incorporate revisions and alterations suggested by them to the vendor’s original design submission.

- 3.2.10 **Easy Updating** – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by the service provider or ASCI’s IT staff at any time and without incurring any additional implementation or updation charges.
- 3.2.11 **Website Design and Content Ownership** – Ownership of the website design, copyright and all content should be transferred to ASCI upon completion of the project.

3.3. Responsive Website

The vendor is expected to produce a responsive website for ASCI to meet the needs of visitors accessing the site on a variety of devices, including but not limited to computers, tablets and smart phones.

3.4. System Functionality

The vendor’s proposed CMS should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which the service provider or IT staff can update the new website.

The CMS must allow non-technical content contributors the following abilities: User Dashboard

3.4.1. Automatic Sitemap

3.4.2. Content Expiration

3.4.3. Content Management

3.4.4. Content Preview

3.4.5. Content Scheduling

3.4.6. Hyperlinking

3.4.7. Menu Updates

3.4.8. Page Templates

3.4.8.1. Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.

3.4.8.2. Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.

3.4.8.3. Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

3.4.9. Facility for document uploading and downloading

The CMS shall also include uploading and downloading features for the use of service provider and IT staff.

3.4.10. **CMS Activity Reporting** – A report detailing all changes and activities taking place on the website through service provider and IT staff, which can be filtered by start and end dates, times, by content type and by action taken, and exportable in .CSV or .XLSX

format.

- 3.4.11. **Content Categories** – The service provider and IT staff shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories.
- 3.4.12. **Emergency Live Support** – The service provider shall have access to live support for emergencies. The time frame for emergency support is to resolve within 4 hours.
- 3.4.13. **Graphics Administration** – Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site
- 3.4.14. **Login History** – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.
- 3.4.15. **Menu Administration** – Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.
- 3.4.16. **Permissions** – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
- 3.4.17. **Site Search Statistics** – Access to site search statistics, including the ability to filter searched terms by date and time, which can also be exported.
- 3.4.18. **User-friendly URLs** – System should allow for creation of user-friendly URLs
- 3.4.19. **Broken Link Review** – An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that links can be corrected.
- 3.4.20. **SSL Certificate** – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.
- 3.4.21. **Website Analytics** – An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation.

3.5. System Features

- 3.5.1. **Accessibility Add-ons** – Accessibility software embedded in the website that offers users access to larger fonts and audible content
- 3.5.2. **Advanced Site Search** – Provide an internal site search that enables:
 - 3.5.2.1. Users to sort search results by date, content, title or relevance; users should be able to filter by type of content and easily apply advanced search techniques, such as Boolean, if desired.
 - 3.5.2.2. Administrators to tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords.
 - 3.5.2.3. Search functionality should search web content as well as the contents of files (PDFs, Word Documents, etc.)
 - 3.5.2.4. Is contained exclusively within ASCI's site and not outsourced to an external page

hosted by a search provider such as Google.

- 3.5.3. **Contact Us Form** – Capability for visitors to contact ASCI staff through the use of a “Contact Us” form on the site for each division and department.
- 3.5.4. **Document Archive** – A document archive for specified categories of documents with built-in filtering abilities and search capabilities.
- 3.5.5. **Document Storage** – An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.
- 3.5.6. **Embedded Audio/Video/Media and Social Media** – Easy embedding of audio, video, media and social-networking applications. Disable the feedbacks and comments.
- 3.5.7. **Event Calendar** – An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:
 - 3.5.7.1. Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly or annual recurrences.
 - 3.5.7.2. Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description.
 - 3.5.7.3. The site visitor shall be able to view calendars by a list of events, a week view or a month view.
 - 3.5.7.4. Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords.
 - 3.5.7.5. Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages.
- 3.5.8. **Programme Registration** – Capability for participants to easily register for announced programmes, and/or raise queries on the website.
- 3.5.9. **FAQ Tool** – Solution should have a FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.
- 3.5.10. **Mapping** – Solution should include image mapping tools to create clickable maps or images with multiple hyperlinked points
- 3.5.11. **News Posting** – The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time frame. The News should also have RSS feeds automatically available if desired by website visitors.
- 3.5.12. **One-Click Social Media** – Provide the ability to cross-post content from the CMS to ASCI’s social networking accounts.

- 3.5.13. **Surveys**-System should facilitate conducting online surveys through the website defined by ASCI time to time
- 3.5.14. **Photo Slideshows** – Creation of slideshows using multiple images and common tools found in the image management portion of the website CMS. This includes the ability to alter the order, speed, transition type, duration and layout of on- site slideshows.
- 3.5.15. **Remote Login and Update** – Secure access for employees to work remotely and/or update the site through the use of a mobile device.
- 3.5.16. **Staff Directory** – A staff directory with unlimited levels of divisions, departments and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods e-mail collection.

3.6. Technology/Platform Requirements

- 3.9.1 **Browser Support** – The new website should support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.
- 3.9.2 **DDoS Mitigation** – The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to detect and mitigate malicious traffic within seconds. The solution should have smart- detection technology that can identify the source and analyze the behavior of the attack.
- 3.9.3 **Disaster Recovery** – In the event of any outage impacting the primary data center, the hosting solution must have a disaster recovery or backup data center where our website visitors will continue to be able to access our site. The Recovery Time Objective (RTO) should be 60 minutes or less and the data replication (Recovery Point Object or RPO) should be 15 minutes or less.
- 3.9.4 **Hosting Data Center and Backup Data Center** – The hosting platform must be in a certified data center with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection (should comply with ICTA guideline)
- 3.9.5 **Page Load Time** – The solution should ensure that pages load on an average of 1.5 seconds or less.
- 3.9.6 **Programming Experience** – Explain your service provider’s experience with other programming capabilities that would be useful in developing websites.
- 3.9.7 **System Uptime Guarantee** – The hosting platform should have a guaranteed uptime of 99.9% and be backed by a Service Level Agreement (SLA).
- 3.9.8 **Web and Database Servers** – Preference will be given to vendors that split website management between web servers and SQL database servers in order to optimize load time and efficiency in the hosting environment.

3.7. Maintenance and Support

The vendor’s CMS, including all features and modular applications associated with the CMS, must

have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

- 3.10.1 **Support** – The vendor shall provide access to live support available via e-mail or phone 24/7. The support team must be fluent in the functionality and uses of both the content management system’s features and associated applications and modules.
- 3.10.2 **Support Service Level Agreement** – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of customer support as well as a service escalation process.

Vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications.

Vendor shall commit to:

- 3.10.3 **CMS Development Process** – An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust CMS with additional features and applications.
- 3.10.4 **CMS Improvements** – Regular maintenance of the CMS to improve existing functionality and, when appropriate, take ASCI’s requests into consideration.
- 3.10.5 **CMS New Features** – Rolling upgrades of the solution that strengthen and update the CMS’s functionality and associated applications.
- 3.10.6 **Ongoing Maintenance/CMS New Releases** – No down time of the website with new releases.
- 3.10.7 **Software Service Level Agreement** – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by ASCI.

3.8. Scope of Work – Social Media Management:

3.11.1. Content Creation

- (i) To create regular content every week and disseminate the same across all social media platforms.
- (ii) Collaborate, brainstorm and actively participate in strategic discussions with ASCI Centres to understand and receive briefs, ideate on new approaches and devise outreach plans
- (iii) To create a social media and content calendar for every quarter. The same must be approved by ASCI, before any work begins.
- (iv) The channels include YouTube, Facebook, Instagram, LinkedIn and Twitter
- (v) The scripting of content and the format will also need to be approved by ASCI.
- (vi) The format for example has to be specific. In regards to YouTube could be explainer videos, host driven, data driven, voice over driven etc.

3.11.2. Digital Films – Types expected

Promotional documentaries (Under 2-3-minute duration) capturing participant's bytes, Experience films of stakeholders and their success stories (Under 2-3-minute duration), and 3D/ 2D animation videos (explainer videos) (both 2–3-minute duration) can be extremely effective for raising awareness, informing and educating the masses about various activities of the centres. The agency will also use videos to create reels for Instagram.

The selected agency will be responsible for conceptualizing, creating and producing the videos under this engagement. The selected agency is not only responsible for quoting the cost of creating the script of such videos but also for the production of it. All production will be freshly shot per engagement, using professional photographers/videographers and further edited to make it ready for consumption. All graphics/animations/artwork used must be developed by the agency for every scope of activity discussed and agreed upon with the Department.

3.11.3. Specific to Social Channels

A. Twitter:

Creating graphical and video creatives for the Twitter account for at least 1 tweet every 3 days per centre / per program on important ongoing/upcoming activities of the College. Prior creatives for posts will need to be approved. The selected agency will be required to create creatives for the Twitter handle and help with trending topics of interest. The Centre would manage its Twitter handle with its team.

B. YouTube:

The channel on YouTube will be created wherein all audio-visual media, interviews, animated films etc. will be posted. The selected agency will be required to create Pre-roll ads (TrueView format ads-skippable as well as non-skippable) from videos for extensive promotion of the event. The selected agency will be end-to-end responsible for this scoping activity including creating scripts for videos (for fresh video shoots), artwork, adaptations in different sizes, etc;

C. Facebook & LinkedIn:

On the Facebook & LinkedIn pages, the selected agency will be required to create responses for page comments, create interesting posts about new topics of interest and make the same organically trending; The Centre would manage Facebook & LinkedIn handles.

3.11.5. Podcasts:

After an engagement period of 4 months, the agency will need to advise the College and make a foray into the audio platform. The selected agency will be required to create creatives (packaging) for the script of the podcast. Interview material and the content will be provided. The Institute needs to aid in the technical aspects of production and online listing. The podcast will be in multiple languages to reach a wider scope of audience.

3.11.6. Continuity Planning:

- (i) Social media management, digital strategy, online content creation, community management, online reputation management and performance marketing
- (ii) Strategize, set up, manage and execute channel-wise strategy for the Institute's identified channel pages - social media platforms LinkedIn, Facebook, Twitter, Instagram and YouTube

- (iii) Consistently observe, improvise and implement based on weekly, fortnightly and monthly reports for all deliverables agreed upon during the association. Share regular reports with insights, best practices and suggestions for improvement

3.11.7. Scalable:

- The first month will be given to prepare for pre-launch activity. Post the first month of preparation and planning, the following 3 months of engagement, will target conventional social media channels which will be YouTube, Facebook, Instagram, LinkedIn and Twitter that will need to be developed and maintained.
- Post the 4 months of pilot, which includes 1 month for preparation and 3 months of execution, the agency is expected to deliver the key minimum results prescribed under the column Minimum Key Results Expected from The Agency.
- After 4 months of execution new avenues/ channels of content dissemination will be considered. The new channels could be, blogs, open media platform, Open OTT and Podcast
- To start with the communication will be in English.
- The production of content will be in English
- The pages/channels should be maintained in such a way that we should be able to accommodate any amount of events/posts/ content in simple easy to access.

3.11.8. Minimum Key Results from the Agency

- a. Increase in audience base equally among all 6 regions of the country (Central India, East India, North India, Northeast India, South India & Western India).
- b. Top Twitter trends.
- c. 30000 views on YouTube over a period of 120 days target.
- d. YouTube - 2000 subscribers in 3 months.
- e. Facebook & LinkedIn- 10k followers in 6 months.
- f. 20,000 views in the first 4 months on Instagram.
- g. Linked-In to double users every 4 months
- h. The agency is to create 4 short videos in 90 days for new video platforms in the website. And Website views to cross 1 Lakh in 4 months of Go-Live.

3.11.9. Target Audience

The Target Audience for the promotional activities undertaken through his engagement would be primarily targeted at:

- HR Managers, Program Managers of Government, PSUs & Private Companies
- Corporate Executives and Business Leaders
- Healthcare Professionals
- Students and Young Professionals

- Academicians and Researchers
- NGOs and Development Sector Professionals
- International Delegates and Organizations
- Alumni Network
- Media and Industry Influencers
- Public Sector Undertakings (PSUs)
- Industries
- Other Government Institutions Looking for Training Needs

3.11.10. Priority Programs (Mission Karma Yogi):

The Karma Yogi Program presents an untapped opportunity for ASCI to establish itself as a pioneer in capacity building aligned with government initiatives. To ensure the program's success and visibility, the vendor will undertake the following activities:

Pre-Launch Campaigns:

- Create engaging teasers in the form of short videos, graphical posts, and infographics to generate anticipation.
- Collaborate with influencers, industry leaders, and key stakeholders to amplify awareness and spark interest.
- Design a detailed campaign calendar outlining activities leading up to the launch, including digital and offline strategies.

Launch Strategy:

- Organize a high-impact launch event (virtual or on-site), live-streamed on ASCI's social media platforms.
- Develop an animated explainer video that highlights the program's objectives, structure, and benefits, followed by a live Q&A session with ASCI leaders and stakeholders.
- Utilize interactive content such as polls, quizzes, and testimonials to engage participants and potential audiences.

Post-Launch Promotions:

- Publish regular updates, participant stories, and progress reports to maintain engagement and credibility.
- Leverage social media, blogs, and newsletters to highlight the program's impact, featuring participant testimonials, milestones, and case studies.
- Introduce campaigns that align with trending initiatives to further enhance the program's relevance and outreach.

4. Evaluation of Proposals

4.1. Evaluation of Submitted Proposals

ASCI intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the

evaluation criteria listed below by a Tender Evaluation Committee (TEC), which will make recommendations for the award.

4.2. Evaluation Criteria

The following is the criteria that will be used to evaluate each vendor's proposal. A contract will be awarded to the vendor who best satisfies the overall requirements of the RFP. Each proposal will be evaluated based on the level of creativity, differentiation and measurability.

4.2.1 Long-term Stability of the vendor and Partnership **(15%)**

4.2.2 Experience and Capacity **(20%)**

- Government websites
- Other domain-related websites
- Social Media Management
- Any other related experience
- Proven Capacity of the Service Provider
- Manpower

4.2.3 Features and Function of CMS **(25%)**

4.2.4 Technical Expertise **(25%)**

4.2.5 Client List and References **(15%)**

A minimum score of 60% (60 out of 100) is required to pass the Technical Evaluation Round. Subsequently, the L1 (Lowest Bidder) bidder will be selected from among all the technically qualified bidders.

4.3. Evaluation

Proposals will be distributed to the members of the TEC for evaluation utilizing the criteria set forth above.

4.4. Presentation and Demonstrations

Only qualified vendors are invited for a presentation and a demonstration of the proposal in front of the TEC.

Evaluation Criteria of the Presentation

- *Compliance with ASCI objectives*
- *Openness to collaboration*
- *Confidence with the deadlines*
- *Work readiness of the service provider*
- *Design and the creativity of the required features*
- *Communication compatibility*
- *How well-prepared and organized to the Presentation*

4.5. Recommendation for Award

After the interviews have been conducted, the TEC shall recommend to the procurement committee the Successful Vendor, based on the outcome of the interview process.

The procurement committee reserves the right to make an award, not to make an award or to cancel this RFP either before or after the date of the RFP response deadline.

4.6. Contract Discussions

Upon approval by the committee, ASCI shall enter into contract discussions with the selected vendor. If the terms and conditions of a contract cannot be successfully negotiated to the satisfaction of ASCI, within a reasonable amount of time (as determined by the procurement committee), then contract discussions will be terminated and contract discussions with the next highest-ranking Vendor will commence. Negotiations shall continue at the sole option of the procurement committee until a contract is signed and approved or all proposals are rejected and the RFP is withdrawn.

4.7. Letter of Award

The award of contract will be made in written. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

5. Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer any question may result in the proposal being rejected.

5.1. Documents to be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

5.1.1 Executive Summary

5.1.1.1	Make a note of not more than one page mentioning the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.
5.1.1.2	Summarize your overall strategy and approach for delivering web design and development projects.

5.1.2 Corporate Profile

5.1.2.1	Provide a brief overview of the service provider's history and philosophy.
5.1.2.2	Mention the year in which the vendor started the business of selling CMS solutions and web design services.
5.1.2.3	Mention the full postal address of your registered office.
5.1.2.4	Describe the process of how your company (Vendor) works with remote customers
5.1.2.5	Provide the total number of employees and the number of employees in user experience and web design.

5.1.2.6 List the company (Vendor)'s sales in the previous four years (in Rs. Lakhs)
5.1.2.7 Specify the number and names of public sector vs. private sector clients you have worked for.
5.1.2.8 Indicate whether the business is a parent or subsidiary.
5.1.2.9 What percentage of revenues does this offered product represent to your company (Vendor) versus other products and/or services?
5.1.2.10 Indicate if the company (Vendor) incurred any annual operating loss in the last 5 years. If the answer is 'yes', please provide the details of operating loss casa % of your turnover.
5.1.2.11 Has the company (Vendor) had a workforce reduction during the past 5 years? (If 'yes', please provide details)

5.1.3 Vendor System Information

5.1.3.1 For hosted solutions, describe your hardware and software configuration
5.1.3.2 Describe the architecture, languages and tools used to develop your proposed solution.
5.1.3.3 Provide details on the licensing requirements and a copy of software license agreements in your response.
5.1.3.4 Describe your DDoS Mitigation solution.
5.1.3.5 Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

5.1.4 Services and Implementation

5.1.4.1 Provide an in-depth list of your service provider's capabilities.
5.1.4.2 Explain your service provider's experience in developing responsive websites.
5.1.4.3 Describe your organization's experience with implementing multi-lingual websites.
5.1.4.4 Identify what uniquely distinguishes your offering from your competitors.
5.1.4.5 Describe your experience in implementing public sector and government market solutions.
5.1.4.6 Describe your implementation approach, project management tools and methodologies for the proposed solution.
5.1.4.7 Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party in your response.

5.1.4.8

Describe any optional services that could be included with our solution:

- Advanced training
- Content strategy
- Departmental branding
- Site health checks
- Site analytics reporting and etc.

5.1.5 Client Examples

5.1.5.1

Provide three examples of responsive websites the company (Vendor) has developed. Clearly explain the design objectives, the outcome and whether your service provider managed the entire site or specific modules or applications within the site

5.1.5.2

Provide three client references in your proposal, including a current contact name, organization name, phone number and email.

5.1.6 Project Team

5.1.6.1

The success of the design and implementation depends on several factors including experienced project management, a planned approach and coordination of content population. The selected vendor must provide an experienced project manager to lead the implementation process.

5.1.6.2

Define the process, project management and team structure that would execute this type of solution.

5.1.6.3

Define and describe the team members that would execute a project for ASCI. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.

5.1.7 Documentation

5.1.7.1

Provide a list of the technical documentation the vendor will provide prior engaging to an agreement.

5.1.7.2

How often is documentation updated?

5.1.7.3

Is online assistance available with your system?

5.1.8 Training

5.1.8.1

Describe the training that accompanies the system implementation.

5.1.8.2

What types of training materials are provided?

5.1.8.3

Do you offer on-site training?

5.1.9 Software Support and Maintenance

5.1.9.1 Describe the software support/maintenance programs available.
5.1.9.2 Does the maintenance program include all future software upgrades?
5.1.9.3 Describe the hours of support you provide? Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.
5.1.9.4 Describe your service call escalation policy.
5.1.9.5 What are recommended client staffing requirements for ongoing support of the proposed solution? Discuss in terms of full-time equivalents (FTEs).
5.1.9.6 Do you have a guaranteed uptime? Describe your service level agreement for uptime.

5.1.10 Warranty

ASCI requires that a warranty be included with the proposed solution.

5.1.10.1 Describe the warranty offered with your proposed solution.
5.1.10.2 Do the same support commitments apply during the warranty period as during the maintenance contract period?

5.1.11 Costs

ASCI prefers a service provider quote on the full website design, development, maintenance and for one year and hosting.

It is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Break pricing down by project phases if appropriate.

Services and Support Costs

5.1.11.1 Implementation of Web Site Design. Cost breakdown with deliverables of main features.
5.1.11.2 Implementation Services
5.1.11.3 Training Services (if Applicable)
5.1.11.4 Software Support and Maintenance
5.1.11.5 Hourly billing rates for each job classification that will or could be utilized during the project and/or post "go-live".
5.1.11.6 Other Services and Costs (Specify)

Ongoing Costs

5.1.11.7 Annual Hosting or Subscription Fee
5.1.11.8 Hourly Rates for Custom Development
5.1.11.9 Other Ongoing Costs

Optional Costs

5.1.11.1 Provide a brief description and cost associated with options provided under Section 3.8.
--

5.1.12 Payment Schedule

5.1.12.1. Provide an expected payment schedule against deliverables.
--

5.2. Pending Litigation

Vendors must list and summarize all pending or threatened litigation, administrative or regulatory proceedings or similar matters. The Successful Vendor shall have a continuing obligation to disclose any such actions during the period of this RFP process and any contract resulting from this RFP.

6. Tentative Milestone and Payment Term:

SL. No.	Indicative milestones to be achieved	Tentative Payment Terms	Timeline (T = Date of Signing the Contract)
A. Development Stage of Website:			
1.	System Requirements Study and Submission of draft Inception Report including: Project mobilization Plan, Activity implementation schedule (Planning Phase) - SRS	25% of Part A of BoQ	T+ 30 Days
2.	Finalization of the Specifications (Designing Phase), including technical architecture, and delivering a detailed presentation with demo front end pages to the extent feasible - FRS		
3.	Designing Phase, including at least weekly review and progress of the Design - BETA	45% of Part A of BoQ	T+ 150 Days
4.	Development Phase, including at least weekly review and progress of the developed pages / Functionalities - UAT		

5.	Pre- Launch Phase – FAT – Cert-In Audit Report		
6.	Final Roll out (Go – Live)	30% of Part A of BoQ	T+ 180 Days
B. Maintenance Stage of Website:			
7.	Maintenance Phase – 12 Months – Quarterly payment – 25%	25% of Part B of BoQ	Quarterly
C. Social Media Management:			
8.	Management of Social Media Platforms – 12 Months	25% of Part C of BoQ	Quarterly

Note: Part A, B and C are defined in the BoQ in Annexure – I

7. Submission Format and Delivery Requirements

7.1. Proposal Response Delivery

2 separate sealed copies of the proposals (original and duplicate) shall be sent, via by hand or registered post. Final proposal should be consists with two separate sealed proposals respectively, technical proposal and financial proposal. Each proposal should be indicated the name of the proposal on the top of the envelope.

7.2. BoQ (Bill of Quantities):

Bidders must complete Annexure-I as provided in the RFP, enclose it in a sealed envelope labeled as the "Financial Proposal," and submit it together with the "Technical Proposal" envelope.

7.3. Acceptance or Rejection of Submissions

The TEC reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in ASCI's best interest. The acceptance of any proposal submission shall not in any way cause ASCI to incur any liability or obligation to vendor, financial or otherwise.

The TEC may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by ASCI to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

7.4. Costs for Document Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to ASCI. All Vendors agree to provide all

such additional information as, and when, requested at their own expense. No vendor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

7.5. Proposal Validity

A proposal submitted in response to this RFP is irrevocable. The Procurement Committee reserves the right to withdraw a bid acceptance at any time if in the opinion of the TEC (Tender Evaluation Committee), the vendor is unwilling or unable to enter into a form of contract satisfactory to ASCI. Acceptance will be defined as ASCI selecting you as our provider of service for the intent of negotiating a contract for services.

7.6. Contract Evaluation and Award

The TEC reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- The Procurement Committee is not obligated to accept the lowest price or most technologically advanced proposal.

8. Contract Negotiation and Execution

ASCI intends that after the successful vendor has been selected, ASCI and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and ASCI shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.

Contract execution is contingent upon approval by the Procurement Committee.

8.1. Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.

8.2. Performance Bond

The acceptance of a bid proposal is contingent on vendor providing satisfactory proof that the vendor has adequate insurance coverage. It is in ASCI's sole discretion the amount of insurance coverage required for the period of work under this contract.

Annexure – I -Financial Bid Format

BoQ (Bill of Quantities)

To be submitted through Financial Proposal Envelope only

Name of the Bidder: _____

Date:

Part	Particulars	Duration	Total Amount including Taxes in Rs.
A.	Development Stage of Website	6 Months	
B.	Maintenance Stage of Website	12 Months	
C.	Management of Social Media Platforms	12 Months	
Total Amount including Taxes in Rs.:			

In Words:

Authorized Signature

Company Seal/Stamp