



Indian Institute of Management Lucknow - Noida campus

B-1, Institutional Area, Sector – 62, Noida -201307, Uttar Pradesh, India

भारतीय प्रबंध संस्थान लखनऊ, नोएडा परिसर

बी-1, इंस्टीट्यूशनल एरिया, सेक्टर-62, नोएडा-201307, उत्तर प्रदेश, भारत

REQUEST FOR QUOTATION (RFQ) FOR THE WORK OF 'RE-DESIGN AND ANNUAL MAINTENANCE CONTRACT (AMC) OF WEBSITE OF CMEE IIM LUCKNOW-NOIDA CAMPUS'

Ref. No.: IIMLNC/PUR/CMEE website/2023-24/02

Date: 22nd November, 2023

The interested & eligible companies are hereby invited to participate in the RFQ/Tender process for the work of re-designing, hosting, updating, and maintenance of the website (www.iimlcme.in) for Centre for Marketing in Emerging Economies (CMEE), IIM Lucknow – Noida campus.

S. No.	Important Information	
1	Duration of Tender	The work contract will be awarded initially, for a period of One (01) year, extendable up to Three (03) years, depending upon the performance of the vendor, and need of the centre and institute
2	Estimated Tender Value (approx.)	Overall: Rs. 1,75,000/- to Rs. 2,00,000/- (incl. tax) Re-design of the website: Rs. 45,000/- (one-time, upon successful completion of re-design) Hosting, Updating & Maintenance (AMC): Upto: Rs. 1,25,000/- (Annual-mode)
3	Earnest Money Deposit (EMD) A copy of the EMD receipt should be attached with the RFQ document	Rs. 5,000/- (Rupees Five Thousand Only) Payee Name: INDIAN INSTITUTE OF MANAGEMENT LUCKNOW - NOIDA CAMPUS Banker Name: AXIS BANK LTD. Account Number: 022010100356060 IFSC Code: UTIB0000022
4	Date of Start of Application	22-November-2023 (Wed.)
5	Pre-bid meeting (Online Mode)	01-December-2023 (Fri.) at 03:00 pm Pre-bid Enquiry Form: https://docs.google.com/forms/d/e/1FAIpQLSetcjsYhrMzejAfxFBnc0Tft_qX8MYmG39JKyuruGT7xUIkmw/viewform?usp=sf_link (Interested bidders should duly submit their query/questions latest by 30-November-2023 (Thu.), by 05:30 pm, via Google Form link mentioned herewith. The online meeting link will be shared accordingly)
6	Last date of submission of Technical Bid	12-December-2023 (Tue.) by 05:30 pm
7	Address and place of Submission of Tender	IIM Lucknow - Noida Campus, B-1, Sector -62 Institutional Area, Noida-201307, U. P
8	Tender Document Delivery Mode	Speed Post/Registered Post/Courier Services/By-Hand
9	Date of Opening of Technical Bid	13-December-2023 (Wed) at 03:00 pm
10	Date of Presentation	To be communicated later via email/website
11	Date of Announcement of Technically Qualified Bidders	To be communicated later via email/website
12	Announcement of Date for Opening of Financial Bid	To be communicated later via email
13	Validity of bid	120 days

Scope of Work

1. Introduction:

The Centre for Marketing in Emerging Economies (CMEE), Indian Institute of Management Lucknow - Noida campus, is seeking bids/proposals for the work of re-design, hosting, maintenance, and regular updating of their existing website, www.iimlcmee.in. The Centre for Marketing in Emerging Economies (CMEE) is a Centre-of-Excellence, based at the Noida campus of IIM Lucknow. CMEE was established in 2012 as a Centre of Excellence at the strategically located Noida campus of IIM Lucknow. Keeping in mind its vision of becoming a global center of excellence in generating and imparting knowledge in the field of management, CMEE is a lively resource center for scholars, academicians, marketing research practitioners, government functionaries, and corporations from around the world who have an interest in emerging economy markets. Celebrating its 11th year, CMEE has been successfully achieving its objectives of continuous education, research and publication, and networking. The centre is driven with able guidance from an eminent panel of globally renowned academicians and senior industry magnates who constitute its Governing Body and Research Team. Over the years, the centre has conducted 26 workshops and 03 international conferences with over 1000 participants from industry and academia. The papers presented have been published in internationally acclaimed journals. The center has published 13 research handbooks and 03 conference proceedings.

2. Objectives: The primary objectives of this project are as follows:

- a. To modernize and re-design the existing website, transitioning it from the present view to a latest version with enhanced visual appeal viewability and easy navigation across desktop browser-based web-view and mobile-responsive view, compatible across various devices.
- b. To provide hosting services for the website on a reliable and secure server.
- c. To offer ongoing maintenance and regular and timely content update support for the website.

3. Re-design Requirements: The selected vendor should conduct a comprehensive analysis of the current website's structure, content, and design.

- a. Develop a modern, user-friendly website design that is mobile-responsive.
- b. Migrate existing content to the new design, ensuring data integrity and avoiding any data loss.
- c. Implement SEO best practices for improved search engine & website visibility.
- d. Incorporate a content management system (CMS) for easy content updates.
- e. Use the latest web technologies, including Drupal, WCMS, HTML5, CSS3, and JavaScript, and/or any latest/relevant tools, technique and platform.
- f. Ensure cross-browser and cross-device compatibility.
- g. Ensure compliance with web accessibility standards (WCAG).
- h. Create a user-friendly navigation structure.
- i. Include interactive elements, such as forms and multimedia content.
- j. Ensure cross-browser compatibility.
- k. Re-design the thumbnail/gallery/carousel view on the homepage
- l. Implement robust security measures to protect against common web vulnerabilities.
- m. Conduct thorough testing and quality assurance before launch.

- n. Provide training and documentation for website administrators.
- o. Include the integration of IIML Online Payment Gateway

4. Hosting Requirements: The selected vendor must:

- a. Provide reliable hosting services on a secure server.
- b. Ensure zero and/or minimal downtime, and, be functional 24x7x365, and a fast website loading speed.
- c. Implement security measures to protect against cyber threats.
- d. Regularly back-up website data to prevent data loss.
- e. To observe state-of-the-art safety and security measures
- f. Integration and Renewal of SSL Certificate and Auditing, website should allow a secured socket-layer. The website shall be security audited according to OWASP Open Web application Security Project application security verification standard

5. Maintenance and Updating: The selected vendor will be responsible for:

- a. Regularly monitoring and maintaining the website to ensure it runs smoothly.
- b. Applying security patches and updates to the CMS, plugins, and other components.
- c. Offering technical support and troubleshooting services as needed.
- d. Updating website content, including announcements, events, publications, and news
- e. Providing analytics and performance reports on a periodic basis
- f. Once an update request is made from CMEE Office, the task should be completed latest within 04 – 06 hours, and, maximum within 08 hours. The urgency of update will be communicated accordingly depending upon its nature, i.e., Critical, General, etc.
- g. If there are prolong delays, subsequent penalty might be imposed, as per existing institutional norms:

S. No.	Event	Resolution Time	Penalty
1	Website Updation: Critical	02 – 04 hours	Rs. 500/- per hour, beyond resolution time
2	Website Updation: General	08 hours	
3.			

6. Malicious Code Certificate: The selected vendor should upload following certificate in the bid: This is to certify that the Hardware and the Software being offered, as part of the contract, does not contain Embedded Malicious Code that would activate procedures to:

- a. Inhibit the desires and designed function of the equipment.
- b. Cause physical damage to the user or equipment during the exploitation.
- c. Tap information resident or transient in the equipment/network.

The firm will be considered to be in breach of the procurement contract, in case physical damage, loss of information or infringements related to copyright and Intellectual Property Right (IPRs) are caused due to activation of any such malicious code in embedded software.

6. Timelines: The re-design work is expected to be completed preferably within 15-days, and a maximum up to 30-days after the contract is awarded. The hosting, updating, and maintenance work will be done on a regular basis. The frequency of minor website update & announcement requests will be maximum up to 10 times in a month, and, shall increase more, when closer to any event/activity.

7. Proposal Submission: Interested vendors should submit their detailed proposals, including a breakdown of costs, project timelines, relevant experience, and references, to the institute on or before the end of the last date of submission. The bidder should follow the bid-proforma mentioned as per Annexure – A1, A2 (Technical Bid) and Annexure-B (Financial Bid)

8. Evaluation Criteria: Proposals will be evaluated based on various criteria, including experience, cost, technical capabilities, and references.

9. Award of Contract: IIM Lucknow reserves the right to select the most suitable vendor based on the evaluation process

10. AMC Handover/Takeover and Knowledge Transfer:

a. Handover and Takeover of all Technical, Functional and Training Documents/ modules and coding.

The selector bidder is supposed to take the proper takeover from the present/previous vendor/authority. In future, the selected bidder will also be responsible to duly handover the above mentioned, as and when required.

b. Knowledge transfer.

c. Website Site Map walk through.

d. Critical customization and enhancement walk through.

e. Overview of critical issues raised during the support period.

f. IT Infrastructure overview of static and dynamic pages

g. A Knowledge Transfer completion certificate will be submitted by the vendor mentioning:

“All modules (static/ dynamic or any other)/ password/ documents/ hardware/ knowledge/ coding etc. is understood by the vendor and he is ready to start the website AMC work.”. This process will take place at least 15 days prior to start the work by new vendor and end of term of existing vendor. The knowledge transfer certificate submission date will be considered as date of start of AMC period.

h. Vendor shall be fully responsible for the proper maintenance of the IIML website within the contract period from the date of acceptance of the Job. The vendor shall rectify the malfunctioning of any modules for any reason, either onsite or offsite, at his own cost, if any.

i. IIM Lucknow reserves the right to reject the AMC agreement or reject any proposal for it without assigning any reason. In case of termination the selected bidder will also be responsible to duly handover the website and its data, as and when required.

j. The selected Vendor shall ensure website uptime for solution on 24*7*365 basis. In the case of any malfunctioning of the website application system, absence of manpower and delay in website updation will attract penalty.

10. Contact Information:

For any inquiries or clarifications, please contact:

CMEE Office, IIML Noida: e-mail: cmee@iiml.ac.in Desk: +91-120-6678483 | Mob.: +91-8826280997

Purchase Office, IIML Noida: purchase_iimlnc@iiml.ac.in Desk: +91-120-6678515

Application Process

Sealed Quotations are invited from the interested and eligible companies, under the two-bid system. The sealed main envelope should further contain two respective sealed envelope(s) consisting duly-filled, signed, stamped and sealed quotations for Technical Bid (Annexure-A) and Financial Bid (Annexure-B)

The main envelope should be Superscribed with Heading at top:

Application for 'RFQ for Re-design & Annual Maintenance Contract (AMC) for the website of CMEE IIM Lucknow-Noida campus.'

Addressed to:

Head - Administration, Noida campus
 Indian Institute of Management Lucknow - Noida campus
 B-1, Institutional Area, Sector – 62, Noida -201307, Uttar Pradesh, India

At the bottom:

From: (Organization's Name, Address, and Details)

The tender document containing eligibility criteria, scope of work, terms & conditions can be downloaded from www.iiml.ac.in

Last date of submission: 12-December-2023 (Tue.) by 05:30 pm

Quotations received after the due date shall not be accepted. The quotation should either be sent by speed post/Registered Post/Courier services/by hand.

Disclaimer Clause:

IIM Lucknow Noida Campus has the discretion and right at any stage to cancel/add or amend the information, terms, procedure, and protocol set in the RFQ and the bidder has no claims against such right. The Institute has unfretted right hereunder to terminate the arrangement at any time without assigning any reason whatsoever. The jurisdiction for dispute (s) (If any) shall be Lucknow.

Website Pages & Layout/Site-Map (Existing & Proposed)

S. No.	Web-page/Category	Link
--------	-------------------	------

1	Home (with slider/carousel of text & image)	https://www.iimlcmeem.in/
2	About CMEE	https://www.iimlcmeem.in/about-cmee/
3	About IIM Lucknow	https://www.iimlcmeem.in/about-cmee/
4	About CMEE Governing Board	https://www.iimlcmeem.in/board-of-governors/
5	Research & Publication	https://www.iimlcmeem.in/research-publications/
6	Collaboration	https://www.iimlcmeem.in/collaboration/
	People	
7	Research Team	https://www.iimlcmeem.in/research-team/
	Membership	
8	Membership Guide & Application Form	
9	Members	https://www.iimlcmeem.in/cmee-members/
	Events	
10	Upcoming Events	https://www.iimlcmeem.in/upcoming-events/
11	Past Events	https://www.iimlcmeem.in/archives/
12	Feedback Received from Participants	https://www.iimlcmeem.in/feedback-from-past-events/
	Media Gallery	
13	Media Coverage	https://www.iimlcmeem.in/category/media-coverage/
14	Press Releases	https://www.iimlcmeem.in/press-releases/
15	Newsletter	https://www.iimlcmeem.in/newsletter/
16	In the News	https://www.iimlcmeem.in/in-the-news/
17	Contact Us	https://www.iimlcmeem.in/contact-us/
18	Web-page/Micro-site for upcoming Conference/Event	As and if required

Eligibility Criteria

1. The company should have duly valid GSTN and PAN registrations
2. The last 03 financial years i.e. (2022-23, 2021-22, 2020-21) annual turnovers of the company.
3. The company should have successfully executed at least 03 website management projects, including re-designing, development, implementation, and maintenance projects with total worth of five (05) lakhs.

4. Companies with minimum three (03) years' experience in website development and management for educational institutions (preferably Institute of National Importance, i.e., IITs, AIIMS, NITs, IIMs, etc.), are also eligible to apply
5. Certification ISO 9000 & ISO 27001 (and/or relevant/latest) series for Web Design Platforms/Software/Suites/Packages, for development, maintenance, security etc.
6. Bidders should not be under a declaration of ineligibility for corrupt and fraudulent practices.

Evaluation Process: Only those bidders who cross the threshold level of obtaining at least 50% of the total marks in Technical Evaluation shall be considered for the further evaluation. Scoring Parameters will be based on relevance and nature of past experience, consulting assignments, approach proposed, experience in domain area, experience and skill of core team etc.

Evaluation of Financial Bid: Financial proposals of only those companies who are technically qualified shall be opened on the date & time specified in the presence of the Bidders, representatives who choose to attend. The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between the partial amount and the total amount, or between word and figures the former will prevail. In addition to the above corrections, the items described in the Technical Proposal but not priced shall be assumed to be included in the prices of other activities or items. IIM Lucknow will use Cost Evaluation under Combined Quality Cum Cost Based System (CQCCBS), the technical proposals will be allotted weightage of 70% while the financial proposals will be allotted weightages of 30%. Proposals with the lowest cost may be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. Total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. The following formula will be used to evaluate the overall ranking of the qualified tenders.

$$\text{Overall Score} = \frac{\text{Score of Technical Bid} \times 70}{\text{Highest Score of Best Technical Bid}} + \frac{\text{Lowest Financial Bid} \times 30}{\text{Price of Financial Bid}}$$

Selection of tender will be based on overall score calculated from the formula. An Example of the same is presented below:

Tenderer	Score of Technical Bid	Price of Financial Bid	Overall Score	Overall Rank
Company A	90	480	98.75	First
Company B	80	470	91.58	Third
Company C	80	460	92.22	Second

Annexure – A1: Technical Bid (Company Details)

S. No.	Particulars	Details
1	Full Name of the Company	
2	Complete Address: (Registered, Headquarters, Regional, International etc.)	

3	GSTN (enclose copy of certificate)	
4	PAN (enclose copy of certificate)	
5	Legal Status, Nature/Type of Company (Enclosed a copy of the registration certificate indicating the date and incorporation status and address).	
6	Year of Incorporation	
7	Name of the Owner, Director, Key Leadership etc.	
8	Year of Incorporation	
9	Annual Turnover of the company (Documentary proof i.e. Audited Certificate issued by Chartered Accountant/C.A., Audited Balance sheet and Profit & Loss account to be enclosed):	FY: 2022-23: Rs. FY: 2021-22: Rs. FY: 2020-21: Rs. Total Turnover for the previous 03 years: Rs.
10	Proof of Successful Execution of at least 03 nos. of project/work , related to website development, designing, re-designing, hosting, updating & maintenance	The following needs to be submitted as supporting proof(s) Copy of Work Order, Certificate of Completion, Deliverables Description, Cost, Testimonials etc.

Project Description

(The details of project undertaken and completed can preferably be provided in the following format, along with supporting proofs such as Work Order, Certificate of Completion, Feedback & Testimonials etc.)

S. No.	Particulars	Details
1	Name/Nature of Assignment	
2	Name of Client	
3	Duration & Period	From: To:
4	Cost of Work/Tender Value:	Rs.
5	Details of joint-venture, sub-contract if any:	
6	Any testimonials/feedback	

Contact Person for Tender Related Queries:

Name	Designation	e-mail	Mob.:

Annexure – A2: Technical Bid

S. No.	Particulars	Weightage

1	Average annual turnover from design, development & maintenance of website, web, software development, and technical support. etc. during the last 03 financial years i.e. (2022-23, 2021-22, 2020-21) a) Above 20 Lakhs: 10 Marks b) 15 to 20 Lakhs: 07 Marks c) 10 Lakhs to 15 Lakhs: 05 Marks d) 05 Lacs to 10 Lakhs: 03 Marks	10
2	Experience in relevant field: a) Above 15 years: 10 Marks b) 10 years to <15 years: 07 Marks c) 5 years to <10 years: 05 Marks d) 3 years to <5 years: 03 Marks	10
3	Certification ISO 9000 & ISO 27001 (and/or relevant/latest) series for Web Design Platforms/Software/Suites/Packages, for development, maintenance, security etc.	05
4	Should have successfully executed at least 03 website and software developments, implementation, and maintenance projects, excluding hardware, during the last 03 years (Copy of Work Order, Completion Certificate & Proven Experience/ shall be considered as proof of completion of the project. a) Minimum 03 projects with a total worth Above 20 Lakhs: 15 Marks b) Min 03 projects with total worth >15 Lakhs & < 20 Lakhs: 11 Marks c) Min 03 projects with total worth >10 lakhs & <15 Lakhs: 09 Marks d) Min 03 projects with total worth > 05 lakhs & <10 Lakhs: 05 Marks	15
5	Update and maintenance support (24x7x365) details with dedicated manpower for this project a) Minimum 01 backend support: 03 Marks b) Minimum 02 backend support: 05 Marks	05
6	The bidder must display (through a presentation before the committee) an understanding of the requirements of the project The bid will be evaluated on the following components max points indicated in brackets of the Proposed Solution a) Project Understanding and Solution proposed and its components, b) Challenges and mitigation plan, technologies used, c) Operation & Maintenance Support, d) Experience in handling projects of the Institute of National Importance i.e., IITs, IIMs, NITs, AIIMs etc., / The demo should cover the following: 1. Wireframe Design: Delineating the proposed flow of the CMEE IIM Lucknow Website 2. Web Interface Demo: Working website module highlighting the design changes mentioned under 2-3 relevant heads as shared in the technical specification document. 3. Source Code: Access to GitHub or any other version control interface utilized for the above-mentioned. The bidders can also refer to the present website and create a demo/dummy web-page(s) to showcase and suggest the improved layout and functioning	25

Total Marks (Technical Bid): 70

Minimum Qualifying Marks (50%): i.e., 35

Company Name :
Name & Designation :
Date & Place :

(Company Seal)

Annexure B: Financial Bid

In the financial bid format, the rate shall be quoted in Indian Rupees in figures and words. In case of a discrepancy between the rate quoted in figures and words, the rate quoted in words will be taken as final and shall be binding on the agency

: Re-design & Annual Maintenance Contract (AMC) of CMEE IIM Lucknow - Noida

Sl. No.	Item Description	Amount (Rs.)	Taxes (Rs.) if any	Total (Rs.)
1	Charges towards: Re-designing of CMEE IIM Lucknow as detailed in Scope of Work, based upon WCMS/State-of-the-art/Best-Practices, (On-time payment to be made post re-design work, to be successfully delivered within 30 days of Award of Work Order)			
2	Charges towards: Website Hosting, Updating and maintenance modifications extra (if required)			
	1 st Year			
	2 nd Year			
	3 rd Year			
	Total (Rs.)			
	(In Words)			

Company Name : _____

Name & Designation : _____

Date & Place _____:

(Company Seal)

ANNEXURE - C**SELF DECLARATION OF BIDDER**

(On letter head of the bidder)

(To be enclosed with Technical Bid)

I/We have fully understood the 'TERMS & CONDITIONS' containing paras/points as well as Terms and Conditions specified at PART 'A' (Technical Bid) & PART 'B' (Financial Bid) with the bid documents, which are submitted herewith duly signed by me/us on all pages in token of having accepted the same and I/We have made my/our offer keeping in view of the terms and conditions.

Further we declare that I/we have never been blacklisted / debarred by any government / PSU / Autonomous Organization.

It is further declared that all information provided in the bid submitted by the undersigned in complete and true and it is understood that in case any information is found to be false / misleading / undisclosed at any stage of the tender, appropriate action against such bidder will be taken by IIM Lucknow, which may include technical disqualification of the bid, forfeiture of EMD/Security deposit, blacklisting of the bidder's firm for a period of 2 years etc.

Name:

Place:

Date: