

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
TENDER FOR REVAMPING AND MAINTAINING MINISTRY OF TOURISM
WEBSITES**

No: 11-IT(3)/2010

Dated 1st September 2010

EMD ₹ 80,000/-

Tender Document Fee: ₹5000/-

The Ministry of Tourism at present maintains two official promotional/information websites apart from the official website. These are with the URLs www.incredibleindia.org and www.athithi.org.in. The information sites perform the following major functions:

- 1) www.incredibleindia.org : This is the Ministry's face to the world and all the advertising campaigns drive traffic to this website. This website was launched in 2002 and completely revamped and relaunched in January 2005. The site has the largest traffic for any tourism website in India and is one of the most popular national tourism websites of the world. The Ministry has invested a huge amount of money and capital on the website by driving traffic to it through the Incredible India campaign. The site is at present available in English, Hindi, French and Chinese.
- 2) www.athithi.org.in : This website was primarily designed to complement the Athithi Devo Bhavah campaign and has been maintained on an ad-hoc basis till now as value addition to the campaign. This is more on the theme of social awareness. This website is more recent and was launched in 2007. However, at present it is a very static site and is not being maintained on a regular basis. This site is to be developed to have the look and feel of the www.incredibleindia.org site.

II. The Ministry of Tourism would like to invite bids for a complete overhaul of the websites www.incredibleindia.org and www.atithi.org.in from a technological and creative standpoint as well as maintain them for a period of 3 years extendable for a further period of two years along with revamp and maintenance of the site www.incredibleindia.org in **English, Hindi, French, Chinese and Spanish**. The revamped website should include new details, links and content as specified by the Ministry of Tourism and cater to latest web standards.

III SCOPE OF WORK:

Creative inputs:

- 1 Rewriting of content on the site in order to maintain optimum levels of user satisfaction
2. Special emphasis on the design and functionality of the www.incredibleindia.org homepage highlighting the most important sections which shall cater to various stake holders i.e travelers, media and business stakeholders.

3. Providing facilities for and creating downloadable content like high-resolution images, wallpapers, screensavers etc. to be created and made available for download.
4. Updation of tourist information available on site and constant monitoring and uploading of the information along with simultaneous translations in the ten languages mentioned above.
5. A Customer Relationship Management functionality on the website to ensure users to stay informed about latest events, festivals, packages, delights etc. with the help of newsletters, Electronic Mailers etc. as well as maintaining a easy to use and comprehensive database of service providers in the tourism sector (viz. approved tour operators, hotels,etc) with search functionality.
6. Calendar of Events: The Web site should include a robust, intuitive Calendar of Events that is searchable and sort-able by the user.
7. Live and dynamic maps with active content display and synchronization with the information pages. Ability to connect to Google and Yahoo maps.
8. Create provision for User Generated Content including blogs, photo uploads,etc.
9. Provision of weather charts, distance calculator tools .
10. Facility to have a favourites tab and easy navigability between pages.
11. Design and maintenance of pages on social marketing sites like facebook, twitter, youtube and orkut.

Feedback Management:

11. Facility for feedback with periodical online intercept research for users to analyze site and provide insights to achieve website goals and objectives. Comprehensive feedback management system to be put in place with minimum response time.
12. Email and feedback management by addressing queries and feedback.

Content Management System

13. Creation and Maintenance of a comprehensive Content Management System as a single repository for storage of all types of Website content such as video and images along with controlling placement of content. The CMS should be flexible and user friendly to allow extensive use by users of varying levels of technical knowledge.

Search Functionalities and SEO

14. Search engine and Sitemap functionalities on site to facilitate easy navigation and instant access to relevant information.
15. Vigorous SEO strategy to maximise search engine results and ensure that the site is ranked in the top ten listings on any search engine against all relevant tourism key words.

Others

16. Updation of the website by uploading announcements, order,etc that are regularly sent by the Ministry

17. Registering and maintaining domain names of incredibleindia with various country extensions and redirecting them to the main incredibleindia.org website.

18. Enabling the site to meet W3C WCAG 1,0 guidelines to the Priority 1 Level.

19. Simultaneous translation of the contents to Hindi, French, Chinese and Spanish through reputed translation bureaux/ University language departments and verified by the language /culture departments of the Embassies of the respective countries in India at their own cost.

20. Site Analytics: Providing a robust web-analytics solution (through a third party, if need be).

21. Providing sound technology back end to ensure zero down time, easy content updation and modification of the site structure and making the site quick to load ensuring better SEO ranking and user experience.

22. Emerging Technologies: The web site should be made to address the needs that are important to the user such as online guides in downloadable and printable format..

23. WAP enabling in order to be made accessible to mobile users as well.

IV DETAILED SCOPE OF WORK

I . Creative Inputs:

- a. Design site layouts – develop the hypertext structure and organizing the content for ease of use
- b. A cohesive graphics design (visual theme, color scheme, etc.)
- c. Design site navigation tools - buttons, menu bars, icons, etc.
- d. Create various on-site services and features which may include links to search engines, a site index and a site map
- f. Create site help pages, guided tour, tutorials, etc.
- g. Provide active content which may include animation, ensuring browser compatibility.
- h. Edit copy of text as supplied by Ministry of Tourism in English to ensure uniform standards and get them translated into Hindi, French, Chinese, and Spanish
- i. Ensure cross browser compatibility and coding standards

- II. **Hosting and Uploading/Downloading Services:**
 - a. Hosting Support
 - b. Domain Name Support
 - c. Hosting of Online Contest & Data Management
 - d. Uploading on web including text, images, banner, video replacement etc.

- III. **Feedback Management:**
 - a. Provision of POP addresses (minimum 40 ids).
 - b. Maintenance of comprehensive feedback management system based on email feedback and form based feedback
 - c. Providing automated replies to simple form based queries and forwarding others on the basis of workflow agreed to by agency and Ministry of Tourism
 - b. Search Engine Optimization.
 - c. Automated Submission of bi monthly Search Engine Reports
 - d. Monthly website reports
 - e. Web usage and Page hit analysis of individual sections.
 - f. Regular contest and updates on facebook.com and twitter.com pages

- III. **Backend, Integration & Database Services:**
 - a. Programming (Code Repair, New Codes, Repairing Broken Links)
 - b. Database Maintenance & Integration
 - c. Project Management (Project Management Process & Deployment documentation required)
- IV. **Search Engine Optimisation**
 - a. Making design and architecture of the site friendly to search engines
 - b. Meta tagging and indexing all pages
 - c. Register and optimize the site on all major search engines like Google, Yahoo and Bing to ensure top search results (in top 10) across all relevant key words
- V. **Security and backup Services**
 - a. Annual Security Audit by NIC and CERT-IN empanelled consultant
 - b. Redundant Current Local Backup Copy of Website at all times.
 - c. Hosting on servers with adequate backup capacity in order to ensure zero down time
 - d. Incorporating security features to prevent hacking

- VI. **Monthly e-newsletter (1 page - A4 sheet): (English Language Only)**
 - a. Designing and mailing out to all registered subscribers, with mail bounce reports, mail open & click tracking.

- VII. **Periodical Usability Analysis & Reporting**
- VIII. **WAP enabling**
- IX. **Accessibility enabling as per W3C WCAG Priority 1 standards**
- X. **Content Management System (CMS)**
 - a) Designing a CMS tool on a WYSIWYG model

- b) Hosting and maintaining the CMS tool as well as providing necessary user ids and passwords

XI. Any other innovative ideas

XII Annual Maintenance Services (Separately for Incredibleindia and athithidevobhavah websites)

1. Assimilating, editing, summarizing & uploading of Announcements, Orders, etc as provided by the Ministry of Tourism. The documents will be provided in English language in Word Document or PDF format.
2. Maintenance & administration of the Incredible India and Atithi Devo Bhava websites.
3. Maintenance & administration of the Incredible India Database.
4. Updation and maintenance of existing web pages / content sections / database on regular basis along with simultaneous translations into the 9 languages as specified under I(i) in detailed scope of work.
5. Images / banners / graphics / animated banners creation as per requirement.
7. Creating web pages & integration with the site as and when needed.
8. Maintenance & administration of Social Marketing pages, On-line contests, Databases, Directories, etc.
9. Maintenance & administration of 'Search' functionality
10. Full support to other vendors for application integration.
11. Dedicated contact person for coordination Ministry of Tourism.

The Ministry of Tourism will be providing the following:

- 1) The text content in the form of information sheets on various attractions in English
- 2) List of approved service providers in the travel, tourism and hospitality sectors
- 3) Various orders, forms, etc for upload in Ms Word/ PDF format
- 4) Images, Videos, etc. with full copyright protection in formats as available with the Ministry. The agency should convert the same to web enabled form as required at their own cost.
- 5) Contact of one officer who will be the nodal officer from the Ministry for all matters related to website.
- 6) All documents to be provided by the Ministry of Tourism will ordinarily be in English language.

V Phasing of the project alongwith tentative time lines

Phase I (14 weeks)

- One time takeover of the website along with hosting services
- Preliminary annual maintenance of existing site
- Registering of domain names, administrative requirements
- Complete revamp of site
 - (a) Revamping of homepage, codes, etc.
 - (b) Updation of information, adding new sections, complete reorganization (English site first)
 - (c) WAP enabling, accessibility enabling
- Beta testing
- Commissioning of English revamped site.

PHASE II (maximum of 20 weeks after approval of content for English site)

Commissioning of revamped site in 4 other languages (viz. **Hindi, French, Chinese and Spanish**)

VI . Eligibility Criteria:

1. The bidder must be an ISO 9001:2000 or SEI-CMM Level 3 – or above certified company. The said certification must be at least one year prior to the date of publication of this TENDER.
2. The company must have comprehensive experience in development and deployment of web portals and MIS application software and must be in the business for the last 10 Years as on 31.3.2010.and must have adequate experience of execution of similar projects preferably in Tourism Sector in India.
3. The Turn over of the company must be minimum Rs 5 crores in the last financial year in the field of Information Technology and Information Technology Enabled Services with a consolidated Turn over of Rs. 10 Crores (Rs. Ten crores only) for the last three preceding financial years.
4. The company must have made profits as per the balance sheets in the last three financial years and should be in sound financial position as judged by the Evaluation Committee for this purpose. A copy of last three financial years relevant audited Balance Sheets upto 31.3.2010 must be submitted with the bid (in case audited balance sheets of last financial year are not available provisional balance sheet duly certified by a chartered accountant/ company secretary may be submitted) . The turnover criteria must be fulfilled by the bidding company alone and not by any group of companies.
5. Only bids received on behalf of a single company will be considered. Bidding as a consortium will not be allowed.

6. The bidding firm/company should have at least 50 nos. of technically qualified manpower in field of software development, Content Creation/ Creative Designing, etc.
7. The Bidding firm/Company should have executed one project for any State Government of India/ Central Government ministry/ PSU/private sector organisation for design, creation and hosting of website in the field of tourism.
8. The Bidding firm/Company should have executed atleast 2 orders worth Rs 1 Cr. each in related IT area of work for Central /State /PSU in last 5 years.
9. The Bidding firm/Company should have Permanent office in Delhi/NCR.
10. The company should have ability to get contents translated into the different languages as specified in para II above in house or should have tie ups with reputed translation bureaux/ agencies/ cultural centers/ universities for translations. **This should be supported by documentary proof in the form of letters of tieup/ MoU from such agencies. The translations will be got verified by the language department of the embassies of the respective countries in India by the agency themselves and the agency should submit proof of ability for the same.**

VII. Selection procedure:

A nominated committee will evaluate the technical bids received. The agency should submit design concepts and innovative ideas if any within the framework of the scope of work as mentioned above. The agencies who are qualified with respect to the eligibility criteria will be called for a presentation to present their creative inputs. Technical evaluation will be on an aggregate of 70% marks. Technical assessment will be based on Profile & Track Record, Creative Design & treatment of content.

On the basis of marks awarded for technical assessment, top three agencies will be short listed and the financial packets of these **three** agencies only will be opened. Financial evaluation will carry a weightage of 30% marks.

The aggregate of marks, after adding the scores from the technical and financial evaluation will determine the outcome and the contract for the contract will be awarded to the agency which gets the highest aggregate marks.

VIII. Period of Contract.

The period of the contract will be for 3 years from the date of issue of Work Order. The contract could be renewed for another 2 years on the satisfactory execution of maintenance.

IX. Tracking of the Maintenance & Record:

The maintenance of the websites should be tracked on a regular basis. A composite 3rd party report of the activities should be submitted bi-monthly to the Ministry. The Ministry of Tourism should also be given the necessary **User Name** and **Passwords** of the server to see the activities if required.

IX. Guidelines for Submission of Bids:

The Bids should contain two separate packets as detailed below:

Packet 1 to be superscribed “Technical Bids for:-Revamping of Ministry of Tourism websites” containing

- Documentary proof in respect of fulfilling eligibility criteria as mentioned at 3. above.
- Design and creative layout of the proposed website with a presentation on CD as well as hard copy along with detailed phasing document separately for incredibleindia.org and atithi.org.in.
- **Earnest Money Deposit (EMD) of Rs.80,000/-(Rupees eighty thousand only)** is required to be submitted along with the tender bids. EMD can be in form of a Demand Draft, Fixed Deposit Receipt, Banker’s Cheque or Bank Guarantee from any of the commercial banks payable to Pay & Accounts Officer, Ministry of Tourism, New Delhi. Bids without EMD would be rejected. EMD of the unsuccessful bidders will be returned after the process is completed. Bid security of the successful bidder will be returned on issue of Work Order and on receipt of Performance Bank Guarantee. Bid security is meant to safeguard a bidder’s withdrawal or altering its bid during the bid validity period.
- **Tender document fee of Rs 5000/-** in the form of Demand Draft from a scheduled bank drawn in favour of Pay and Accounts Officer, Ministry of Tourism, Government of India, New Delhi. This fee is non refundable.

Packet 2. to be superscribed “ Financial Packet” for Revamping of Ministry of Tourism websites”

The financial bids should be two separate packets as per the following:-

a) Cost for www.incredibleindia.org (English, Chinese, Hindi, and Spanish)

- Detailed breakup of cost for items listed under Detailed Scope of Work –
- Annual Cost of maintenance of www.incredibleindia.org website in English, Hindi, French, Chinese and Spanish
- Maintenance Cost for extendable period of another 2 years should be indicated separately **for each of the 5 languages.**

(b) Cost for www.athithi.org.in (in English and Hindi)

- Detailed breakup of cost for items listed under Scope of Work –
- Cost of maintenance of www.athithi.org.in website in English and Hindi (separately) for three years.
- Cost for extendable period of another 2 years should be indicated separately **for each of the two languages.**

Both the packets should be sealed and the name of the agency, address and telephone number should be printed on each packet. Both the sealed packets should be put in a big cover superscribed “ **Technical & Financial Packets for (the names of the Website, Tender No. and due date for submission)**. Bottom left corner of the big cover containing sealed packets 1 & 2 should be sealed and addressed to the Deputy Director General (Publicity Events & IT), Ministry of Tourism, Room No. 124, Transport Bhavan, 1 Parliament Street, New Delhi 110001 and submitted on or before 1700 hrs on **28 September 2010**

X. Bid Opening:

Technical bids will be evaluated by an authorized committee for technical evaluation. The financial bids of the technically qualified agencies, as per tender document, will be opened at Ministry of Tourism, Govt. of India, Transport Bhawan, 1 Parliament Street, New Delhi on a specified date before the representatives of technically qualified agencies.

XI. Other Special Conditions:-

(i) The bids should be clear in all respects. Bids can not be altered or modified after expiry of the deadline for receipt of bids. Any conditional bids will be rejected.

(ii) Costs should be inclusive of all kinds of taxes, duties etc.

(iii) An agency can bid for either one or both sites. The Ministry of Tourism reserves the right to assign the work separately to different agencies.

(iii) Incomplete bids or without proper documents are liable to be rejected. The Ministry of Tourism reserves the right to reject or accept any or all the bids in part or full without assigning any reason whatsoever.

(iv) Bids should be submitted after studying the websites – www.incredibleindia.org and www.athithi.org.in

(v) A separate contract will be signed between Ministry of Tourism and the selected agency for implementation of the job with full details of nature of works.

(vi) **Performance Bank Guarantee:** The selected agency will execute a Performance Bank Guarantee of 5% of total value of the contract in the form of Account Payee Draft or a Bank Guarantee from a commercial bank in an acceptable form. There will be two Performance Guarantees viz. One for the One Time cost and the other for the recurring cost (annual maintenance) and the guarantees should be furnished as 5% each of the agreed costs of the two items. The Performance Guarantees should remain valid for a period of 60 days beyond the initial contract period, EMD will be refunded to the successful bidder on receipt of Performance Bank Guarantee.

(vii) **Liquidity Damages** – In the event of suppliers’ failure to complete the work within a specified time, Govt. of India may without prejudice to any other rights, hereunder recover from the supplier, as Liquidated Damages and not by way of penalty the sum of 5% of the contract price.

(viii) **Risk Purchase Clause** – If the agency after placement of letter of contract fails to abide by the terms and conditions of tender document and contract or fails to execute the work as per time period or at any time repudiates the contract, Ministry of Tourism will have the right to forfeit the EMD and invoke the security deposit-cum-performance guarantee and execute the works from other agencies at the risk and connivance of the agency. The cost difference between the alternative arrangements and agency tenderized value will be recovered from the agency along with other incidental charges. In case of execution of work through alternative sources and if prices lower, no benefit on this account will be passed to agency.

(ix) **Force Majeure** – It is agreed by both Parties that if due to Bandhs, strikes, riots, natural calamities, Act of God or other unforeseen circumstance, agency is unable to perform or complete the assignments or responsibilities in the manner and time mutually agreed to, then in that event it shall not be held responsible for any loss or damage that may arise as a consequence thereof. Both Parties agree that the provisions of this Clause shall not lead to Termination of this Agreement.

(x) **Penalty**: Any discrepancies relating to irregular maintenance, delay in uploading of new features(content, animation, etc.), developing of banners, revamping and maintaining of time line (time bound) as per the contract and any other shortfall may lead a penalty of Rs. 5000/- , to be deducted from the half yearly maintenance bill submitted by the agency. This is in addition to invoking the Performance Bank Guarantee - clause (vi) above.

(xi) **Termination by Default in tender document** – If the agency is in default in carrying out any of the terms, condition or obligation of the contract, the Ministry may give notice of default to the agency to rectify such mistake within 30 days of receipt of said notice. If the agency does not rectify the default within the said period, the Ministry may within 30 days terminate the whole or any part of the contract. In such event, the agency shall not be entitled to the payment of charges to any of the work not completed by the agency in accordance with the terms of the contract at the time of the said notice in writing to the agency. The Performance Bank Guarantee will also be evoked in this situation.

(xii) **Terms and Conditions of Payments**: No advance payment shall be considered. **The creative component of the contract for revamping of the website will be paid only after the completion of the two phases of revamping as mentioned in the scope of work above within the mutually agreed time lines.** The payment for revamping will be done on successful completion of the various phases as given below:

Phase I-	60%
Phase II-	40%

Translation costs will be paid separately on production of invoices for translation services and authentication from mutually agreed sources.

Simultaneously, payment of maintenance charges will be made on a six monthly basis for the maintenance of the sites (all languages English, Hindi, French, Chinese and Spanish starting from the time they are uploaded). The payment for server space and renewal/ registration of domain name will be paid on actuals on production of third party support.

xi) Arbitration Clause- Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with the agreement or breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration in accordance with the then prevailing rules or arbitration under the Arbitration and Conciliation Act, 1996. The venue of such arbitration shall be New Delhi and the language of arbitration shall be in English . Each party shall bear its own cost of arbitration.

xii) Jurisdiction- The terms of this document shall be governed by laws of India and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this tender and the subsequent contract.

Interested agencies should submit all the detailed bids latest by 1700 hrs on 28 September 2010 to the Deputy Director General (Publicity, Events and IT), Ministry of Tourism, Room No 124, Transport Bhawan , 1 Parliament Street, New Delhi- 100 001

Madhu Dubey
Deputy Director General
Ministry of Tourism
Tel: 91 11 23711995

ANNEXURE I

Checklist for submission of technical bids (to be attached on the envelope (packet 1))

Criterion	Whether fulfilling criteria	Documents Attached (Give cheque/DD no and date in case of EMD/ tender fee) in brief
ISO 9001: 2000/ SEI-CMM 3		
Experience in portal/website		
Experience in Tourism		
Experience in Government		
Turn Over		
Profits and Balance Sheet		
Number of Technically qualified manpower		
Office in Delhi / NCR		
Ability for translation services		
EMD Enclosed (Rs 80,000/)		
Tender Document Fee (Rs 5000)		

ANNEXURE II

Checklist and proforma for Submission of Financial Bids in Packet 2 (to be attached inside the sealed cover)

Item of Cost (Separate schedule for incredibleindia.org and atithi.org.in)	Unit	Unit Cost (Nett Cost) in Rupees	Total cost	Conditions
One Time CHARGES				
Creative Inputs	-			
Backend, Integration & Database Services	-			
Search Engine Optimisation	-			
WAP Enabling	-			
Security and Backup Services	-			
Accessibility Enabling	-			
CMS Tool	-			
Domain Registration	Per TLD			
Any Other cost				
Total one time cost				
Cost of Annual Maintenance Services separately in each language				
Translation Cost per language per page- 400 words (please give the cost separately for each language)				