



REQUEST FOR PROPOSAL FOR
Website Revamping / Redesigning and Maintenance

RFP Reference Number:REF:GICHF:2018-19/07

Dt. 27.09.2018

RFP- Website Revamping/Redesigning and Maintenance

GIC Housing Finance Ltd (hereinafter referred to as GICHFL) is a company registered under Section 25 of the Companies Act, 1956 with its Registered Office at National Insurance Building, 6th Floor, 14, J. Tata Road, Churchgate, Mumbai – 400020 and its 70 Branch Offices are located across PAN India.

Our Promoters are General Insurance Corporation of India, The New India Assurance Company Ltd, United India Insurance Company Ltd, The Oriental Insurance Company Ltd and National Insurance Company Ltd.

GICHFL invites, from service providers, sealed Bids for revamping/redesigning of Web site for us. The bidder should ensure that they satisfy the eligibility criteria given below.

Eligibility Criteria

1. The solution provider should have proven and field-tested technology already in operation and should have minimum 3 years' experience of maintenance/ designing/development of Website for any reputed company in India and must be in operation as on date.
2. The solution provider should have development and support center in India. Also Bidder should have in-house development team of at least 3 members.
3. The solution provider should provide their existing client reference with the copy of purchase order (Fill the table of Client details mentioned in Annexure-IV).

Content of Bidding Document

The Bid information, general terms & conditions and commercial bid format are given in the following annexures:

- a. Annexure I – Bid Information
- b. Annexure II – Present setup & deliverables
- c. Annexure III – General Terms and Conditions
- d. Annexure IV – Technical Bid Format
- e. Annexure V – Commercial Bid format

The proposals received after due date and time will not be accepted. Clarifications, if any, may be sought in writing on or before the time mentioned in Bid Information Sheet.

Bid Information Sheet

S.No.	Bid Reference	REF:GICHF: 2018-19/IT/07, Dt.27.09.2018
1	Purpose	Website Revamping / Redesigning and Maintenance 2018-19.
2	No. Of Envelopes (Non window, sealed) to be submitted	02 (Two) First envelope [non-window sealed] containing: 1. Technical bid in prescribed format. Second envelope [non-window sealed] containing 1. Commercial Bid
3	Last Date & Time for submission	8 th October, 2018; 03:00 pm
4	Address for Submission of Bids	GIC HOUSING FINANCE LTD National Insurance Building, 6th Floor, 14, J. Tata Road, Churchgate, Mumbai – 400020.
5	Bid Validity	One Month from the date of submission of bids i.e. 8 th November, 2018
6	Date & Venue of opening the bids	Date & Time for opening the bid will be notified later National Insurance Building, 6th Floor, 14, J. Tata Road, Churchgate, Mumbai – 400020.
7	Contact Details	Mr. Ramanathan B Sr. Executive IT Ms. Krishna Mahida Executive IT Ph:022-22831578
8	E-mail ID's	ram@gichf.com krishnamahida@gichf.com

Annexure II

Present Setup & Deliverables

Our current website is located at www.gichfindia.com

This web site is Multilingual (English, Hindi and other 9 regional languages). We wish to revamp/redesign this existing web site with additional modules, details of which are given in the Annexure IV.

Our current website lacks a user-friendly interface and the functional components to support our robust areas of operations, finance, and tribal support. We are seeking a website design that represents the organizations many facets, in a more streamlined fashion that's aimed at providing up-to-date information in an accessible, easy-to-navigate format.

Our present website is hosted on the server of Third party. Current Server Specification and Programming Support are mentioned below.

Server Specifications

- Dual 2.40GHz Xeon quad core hyper threaded processors
- 20 GB RAM
- 250 GB RAID 1 (mirrored) OS drive
- 1 TB RAID 1 (mirrored) customer data drive cached

Programming Support

- PHP 5.3x, 5.4x, Perl, Python, GD, cURL, CGI
- Apache 2.2x
- MySQL 5

We wish to host the website on the existing setup.

GICHFL intends to revamp its corporate website (<http://www.gichfindia.com>), to give new look and feel to attract and service customers from all age-group especially younger generation. Revamped website / web pages should be in alignment with corporate theme using latest web technology to showcase GICHFL's products & services to current and potential clients in attractive, user friendly and easily navigable manner, device agonistic with rich UI,UX and also comply with industry standards and guidelines of various Regulatory bodies.

We anticipate the new website will provide a relatively similar level of content and pages presented in a more accessible, client-based format. The requirements and deliverables listed in the RFP are GICHFL's best understanding of the services, features and functions needed for a customary website. This is an inclusive but not exhaustive list.

Broad Scope of Work

General Requirement

- Successful Bidder should be able to revamp and maintain website of GICHFL for the period of one year from the date of implementation. However, GICHFL desires, the contract may be extended for further two years after expiry of the original contract period on the mutually agreed terms/commercials.
- Migrate existing pages including content as well as database after redesign and reformat as per requirement.
- Bidder should incorporate the content provided by GICHFL in a way that is easy to understand, simple and attractive, search engine friendly.
- Site should be compatible in all major OS Platform (Mac OSX, Windows OS and Linux) and Browsers compatible with latest and previous 3 versions (Chrome, Safari, Firefox and IE)
- Bidder shall provide post implementation technical support including any new feature, template or device integration e.g. tab / mobile.
- After award of the contract, successful Bidder has to appoint a Project Manager who will be the single point of contact for the GICHFL throughout the project cycle. Replacement of Project Manager should be informed to GICHFL at the earliest.
- Escalation Matrix to be provided by the successful bidder at the start of the project and should adhere to it during the contract period. Any change in escalation matrix structure or contact person should be informed to concerned GICHFL Officer immediately.
- Successful Bidder will also provide a comprehensive User Acceptance Test (UAT) Plan along with Technical Proposal covering every possible failure/negative scenarios.
- Bidder will also be responsible to provide necessary documentation such as Project Plan, SRS (Software Requirement Specifications), DSD (Design Specification Document), UAT (User Acceptance Testing), Test Plans, etc
- Successful Bidder has to provide training to a maximum of 2 people as per the requirement at a central location in Mumbai in our premises. Venue for the training will be provided by GICHFL. Training period should not be more than a week. The cost of travelling/stay for trainers to be borne by bidder.
- GICHFL will review and evaluate the performance of the Bidder on all aspects of Implementation of proposed end-to-end Website redesigning/revamping during contract period. In case the GICHFL is not satisfied with the performance of the Bidder and/or with the services being provided by Bidder, GICHFL reserves the right to impose penalty on the Bidder or cancel the contract.

Functional Requirements

- The website design needs to follow a new age, contemporary, minimalistic and parallax design style. Need to implement a consistent look and feel across all pages on the website and template. Improve user experiences when interacting with the website through design, navigation etc. Improve information architecture to provide easier navigation and search capabilities.
- Revamped websites shall be WCAG 2.00 AA or above compliant.
- Site shall be implemented site in 2 languages (English and Hindi) from day one.
- The websites should not only be responsive across all devices (Mobile, Tablet, ipad, Desktop), but should have an adaptive framework for mobile devices.
- Website to be revamped with latest technology and optimized for better Search engine results. This should include
 1. Intelligent Search Suggestions
 2. Handle SEO Keyword Searches
 3. Handle Misspelled Search terms
 4. Eliminate Expired Page Errors.
 5. Show last search query in Search Box
 6. One of its kind searches with identification of multilingual text input also in Hindi and English.

Advance Search to be configured with following features

1. Keyword-based and full text search on all content within the corporate.
 2. Predictive search with Auto Complete.
 3. Spell Check
 4. Search by Categories & Cloud Tags
 5. Images along with the results
 6. Search within results
 7. Ability to recognize synonyms & abbreviations
 8. Ability to search for different file types
 9. Reporting tool to manage the search results
- Website to be revamped with latest technology to have interactive web pages and provision to have **Chatbot** facility, online demo/video and integrate with social media like Facebook, twitter, linkedIn. Sharing of pages / Posting option from website to be available to visitors as per GICHFL's requirement. Also add all social media plug-in tools in website i.e. share, like, photo sharing tool, Facebook messenger send button, and Facebook save button, etc. to share few lines/complete text from web page directly in Facebook or any other social media platform post.
 - All locators (branch) should have Google map integration with directions and address of the Branch. The locators need to be geo location enabled, wherein the user will be by default shown the Branch of the location that the user is accessing the website from.

- Photo/ video gallery to be in a Pinterest format which can be published / unpublished from the backend. The videos can be arranged in priority order as defined by the GICHFL in the backend. The priority order can also be edited from the backend
- The website will have a mega menu with in context marketing space for cross selling or information depiction. All menus / sub menus / headings etc to have an icon and the same should be without any copyright issue. All the elements in the menu to be easily updated from the backend without code level changes.

Annexure - III

General Terms and Conditions

The Bidders are expected to examine all instructions, forms, terms and specifications in this bidding document. Failure to furnish all information as required in the bidding document may result in the rejection of bids and will be at the bidder's own risk.

1. Clarification of Bids

- a. Clarification sought by bidder should be made in writing (E-mail) and submitted at least one day prior to the date of submission.

2. Amendment to the bidding document

- a. At any time prior to the date of submission of Bids, GICHFL, for any reason, may modify the Bidding Document, by amendment.
- b. The amendment will be posted on our website (URL- [www.http://gichfindia.com/english/tender/](http://gichfindia.com/english/tender/)).
- c. All Bidders must ensure that such clarifications have been considered by them before submitting the bid. GICHFL will not have any responsibility in case some omission is done by any bidder.
- d. In order to allow prospective Bidders reasonable time in which to take the amendment into account in preparing their Bids, GICHFL, at its discretion, may extend the deadline for the submission of Bids.

3. Language of Bid

The bid prepared by the Bidders as well as all correspondence and documents relating to the Bid exchanged by the Bidder and GICHFL and supporting documents and printed literature shall be written in English.

4. Cost Details & Validity:

The quoted Rate / Cost should be inclusive of all levies/ taxes, if any.

5. Payment Terms:

- a. 30% of fixed cost (Annexure: V- Table A) after the 30% of total page design is complete
- b. 40% of fixed cost (Annexure: V- Table A) after all the designing statistics have been done
- c. Balance 30% fixed cost (Annexure: V- Table A) after hosting the website

6. GICHFL reserves the right to accept or reject any quotation in full or part, and to suspend this process and reject all quotations or part at any time prior to the award of contract, without thereby incurring any liability to the affected vendors on the grounds of the purchaser's inaction.

7. Penalty

Severity	Section to be updated	Response Time	Resolution time	Penalty Time above resolution on time	Penalty in % of Monthly annual maintenance charges
Critical (P1)	Updation to be done related to Interest Rate, Financial Result, Directors of the GICHFL, Investor Corner, and Announcement, Service Charges, Regulatory compliance.	10 Min	2 Hr	> 2 Hrs - 3 Hrs	1.0%
				> 3 Hrs - 4 Hrs	2.0%
				>4 Hrs	5.0%
High (P2)	Banners, Various Loans/Scheme Rate	15 Min	4 Hr	>4 Hrs – 5 Hrs	1.0%
				>5 Hrs - 6 Hrs	2.0%
				>6 Hrs	5.0%
Medium (P3)	Other Information	15 Min	8 Hrs	>24Hrs	5.0%

8. **Contact person of Service Provider:** Vendors should provide name, address, e-mail address, dedicated telephone/mobile number of Account Manager at Bidders Firm. Further, vendor should also provide escalation procedure and contact details.
9. **Licensing policy and service level agreement:** Also vendor is required to provide a copy of Service Level Agreement mentioning all the offered support level/ type.
10. **Clarification of bids:**
 - a. During evaluation of Bids, GICHFL, at its discretion, may ask the Bidders for clarifications of their Bids. The request for clarification and the response shall be in writing (eMail), and no change in the price of substance of the Bid shall be sought, offered or permitted.
 - b. Bidder to submit point by point compliance to the technical compliance and it should be included in the Bid.
 - c. Any deviations from the specifications should be clearly brought out in the bid.
 - d. Bidder to quote for entire package on a single responsibility basis for the services it proposes to offer under the contract.

11. Technical Evaluation

- a. GICHFL reserves the right to evaluate the bids on technical & functional parameters including visit to inspect live site/s of the bidder, interact with the clients whose reference letters are submitted.

- b.** Bidders who fulfill all the Eligibility Criteria of this RFP are eligible to participate in this tender process.
- c.** GICHFL reserves the right to waive any of the Technical and Functional specification during technical evaluation if in the GICHFL's Opinion it is found to be minor/deviation or acceptable deviation.
- d.** During evaluation of the Bids, GICHFL at its discretion may ask the Bidder for clarification of its Bid. The request for clarification and the response shall be in writing (e-mail), and no change in the prices or substance of the Bid shall be sought, offered or permitted.
- e.** Bidders may be called to give presentation of their solutions with its capabilities at their own cost, which will be taken into account for technical evaluation of the Bidders.

12. Opening of Price Bids

- a.** Price bids submitted by only those Bidders who are eligible in terms of the Eligibility Criteria and whose bids are evaluated by the GICHFL as Technically responsive to the Technical specifications will be opened.
- b.** The Bidders are not required to be present while opening of the bid.
- c.** GICHFL will evaluate the Price Bids with respect to any deviations with respect to the conditions. The Arithmetical errors will be rectified on the following basis:-
 - If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.
 - If the Successful Bidder does not accept the correction of the errors, its Bid will be rejected. If there is a discrepancy between words and figures, the amount in words will prevail.

Annexure – IV

Technical Specifications (Minimum)

Sr. No	Requirements	Available (Y/N)	Deviations (if any)
1	All existing pages as is in our existing website to be revamped and optimized.		
2	Web site should be Multilingual (English, Hindi)		
3	The license for the solution to be Enterprise level for all the modules/domains offered without any restriction on the users. There should not be necessity of taking separate licenses for clients and different domains.		
4	The revamped website will be WCAG 2.00 Level AA and above compatible and the same to be maintained throughout during warranty and maintenance period. The same will be applicable to all language sites.		
5	<ul style="list-style-type: none"> i. Entire site should be optimized for faster and secured access. Response time should be minimum and comparable to industry standards.(less than 0.5 sec) ii. Optimize for speed in low and high bandwidth 		
6	Migrate the existing pages including data after redesign and reformat.		
7	It should be integrated with Maps especially the locator service.(Branches)		
8	All major browser and platform support. Responsive Web Design: MOBILE and TABLET Screen friendly and respond to fit any screen or device size. Website structure is to be browser independent. Its feature to include Multilingual. Capabilities, news, announcements, chat facility, multimedia posts, audit trail, site search, photo gallery etc.(all standard features) from day one.		
9	Collect and store visitor data, track the new and repeat visitor along with their preferences, pages visited etc., Prompt the user with their earlier visits.		
10	Search engine should have <ul style="list-style-type: none"> 1. Intelligent Search Suggestions 2. Handle SEO Keyword Searches 3. Handle Misspelled Search terms 4. Eliminate Expired Page Errors. 5. Search by Item Number 6. Show last search query in Search Box 		
11	All Security Requirements like HTML Injections, application of Stored Procedures etc. should be taken care off.		

12	There are few modules like news module, Calculators, Suggestions, Branch Locator which will be managed by Admin Module. Service provider is expected to improve the modules after mutual discussions with GICHFL		
13	Service provider to Provide analytics of the website use its performance etc. with Google /appropriate analytic tools and provide monthly MIS on various performance parameters, along with suggestion to improve.		
14	Service provider has to take backups of the contents of the site in regular intervals and provide to the GICHFL along with procedure and process to extract / restore.		
15	Applications software should be up to date with the latest service pack and patches to protect against attacks.		
16	The discrepancies find during audit should be complied with in 10 days.		
18	Develop module for updating new branches, tender loading		
17	Improving and optimizing Branch locator with a facility of map locator to provide physical location roadmaps like Google MAPS (Service Provider will find out Lat/Log for all existing and New Branches)		
18	Online Application Request Module for all products of GICHFL along with MIS required by various offices/authorities.		
19	Any other new/existing module that GICHFL requires to be developed/modified for 1 year from awarding of contract		

ORGANISATIONAL PROFILE (Include in Technical Proposal Only – Not to be included in Price Proposal)

CONSTITUTION Proprietary Partnership Private Ltd. Public Ltd.	:		
Established since Commercial Production of the solution on Offer started since	:		
Address of Registered Office	:		
Category	:	Software Producer / Developer (Principal) Hardware Manufacturer (Principal) System Integrator / Solution Provider (Third-party) Any Other (please specify)	
		Name	Phone Nos. (With STD Codes)
Names of Proprietor/Partners/ Directors	:	1.	
		2.	
		3.	
		4.	
		5.	
Number of Engineers familiar with the solution being offered	:		
Number of Total Employees	:		
Solution being offered, sold so far to:			

Clients Detail:

Purchaser, with full address and Details of contact person (Phone, Fax and E-Mail)	Modules in Use		Whether Warranty/ AMC still continues
1.			
2.			
3.			

Note: Please support the above facts with documentary evidence.

Annexure – V

Since the software may differ from vendor to vendor, which may be application specific, all the items required for the successful implementation of the project should be mentioned by the vendor and the price are to be quoted.

AN ILLUSTRATIVE LIST IS GIVEN BELOW:

A. Fixed Cost				
1.	2.	3.	4.	5.
	Item Description	Unit Price	Qty	Total cost including cost of designing/rental/updation during warranty period.
i	Website Design, Development and Deployment <ul style="list-style-type: none"> • Dynamic and mobile Responsive customized website(Approximate 50-55 pages) 			
Total A				

B. Annual Maintenance Cost				
Sr. No	Item Description	Unit Price	Qty	Total AMC Cost after warranty period
i.	Updation of English/ Hindi Websites on daily basis and designing of additional pages with WCAG compliance			
ii.	Any other charges please Specify			
			Total B	
Note: Annual Maintenance Cost should not be more than 20% of the Price Schedule, Table A Fixed Cost				

C. Total	
	Total Price
Total A+ Total B (to be taken for evaluating price bid)	