

**REQUEST FOR PROPOSAL FOR
DEVELOPMENT OF WEB PORTAL, MOBILE APPS AND
SOCIAL MEDIA CAMPAIGN FOR NABAKALEBARA-2015**

RFP Enq. No.: OCAC-TE-O7/2015-ENQ-15020



**(Technical Directorate of IT Department, Govt of Odisha)
Plot No.-N-1/7-D, Acharya Vihar, P.O.-RRL, Bhubaneswar-751013
EPBX: 674-2567280/2567064, Fax: + 91-674-2567842
URL: <http://www.ocac.in>**

Tender Reference

Tender Date	01/05/2015
Tender Reference Number	OCAC-TE-O7/2015-ENQ-15020
Title	Development of Web Portal, Mobile Apps & Social Media Campaign for Nabakalebara-2015
Issuing Department	Odisha Computer Application Centre, Bhubaneswar
Contact Person Details	General Manager (Admin) Odisha Computer Application Centre (Technical Directorate of I.T. Deptt, Govt. of Odisha) N-1/7-D, Acharya Vihar Square P.O.- RRL, Bhubaneswar - 751013 Phone Number : 0674-2567280/2567064/2567295/2588283 Email ID : gm_ocac@ocac.in , saroj.tripathy@ocac.in
Availability of RFP Document	www.ocac.in , www.odisha.gov.in and www.tenders.gov.in
Brief Description of Tender	Government of Odisha has decided to facilitate the information about Nabakalebara festival to the public through a dedicated dynamic web portal with mobile application and also to reach the people across the globe through social media and other promotion campaign in order to make the Nabakalebara a global event and to promote Odisha as a preferred destination for tourism.

Bid Process Schedule

Sl#	Event	Date & Time	Venue
1.	Date of Publication	01/05/2015	www.ocac.in , www.odisha.gov.in and www.tenders.gov.in
2.	Last date for submission of bid documents	08/05/2015 by 12.00 hrs	OCAC Office
3.	Opening of General Bid	08/05/2015 at 12:30 hrs	At Conference Hall, OCAC
4.	Opening of Technical Bid & Presentation	08/05/2015 at 14:30 hrs.	At Conference Hall, OCAC
5.	Opening of Financial Bids of technically qualified bidders	08/05/2015 at 17:00 hrs	At Conference Hall, OCAC

Bid Costs

1.	Bid fee	₹500	Payable along with the bid document submission
2.	Ernest Money Deposit	₹1,00,000	Payable along with the bid document submission in shape of Demand Draft in favour of "Odisha Computer Application Centre" payable at Bhubaneswar

Document Structure

This document is divided into five parts as described below

Part I: Bid Overview

Part II: Instructions to Bidders

Part III: Contractual Clauses

Part IV: Terms of Reference

Part V: Formats for Submission of Proposal

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Part I: Bid Overview

1.1 Requirement

It has been decided by the Government to create a website exclusively for **Nabakalebara Festival** with intended objective to make it as a Global event and promote Odisha as tourist destination in cyber space. The detailed requirements are mentioned in the RFP. The Proposals are invited from reputed organizations with relevant experiences and credentials within 7 days of the publication of the notice inviting bids. In the view of time constraints, there shall be no extension of time for the bid submission. The deliverables are not negotiable.

1.2 Project Objectives

Nabakalebara-2015 and Rath Yatra to be promoted as international festival and Government of Odisha is planning to promote this festival through a dedicated web portal to disseminate various information about the occasion, mobile apps to facilitate the public, and a strategy to promote brand Odisha through social media campaigning for global reach.

To make the Nabakalebara event as a Global event and reachable to the public with the information about the event, Government of Odisha is proposing development of:

1. Dedicated dynamic Web Portal of the event
2. Mobile apps
3. Social media campaigns for branding and promotion of festival so as to make Odisha a preferred destination on tourism.

The objectives of the project are:

- (a) To make Nabakalebara festival a “Global Event”
- (b) To develop a dynamic and interactive web portal for providing information related to Lord Shri Jagannath, Event, Schedule, News feeds and other relevant information.
- (c) To develop a user friendly mobile application to facilitate public related services such as health, temporary shelters, fire camps, parking places etc with web casting.
- (d) To provide an online and offline map to various destinations from source through Mobile Apps.
- (e) To create a digital presence through extensive Social Media Campaign
- (f) Facilitate easy access for tourists to various civil amenities
- (g) To showcase Odisha Travel & Tourism

The selected bidder shall design, develop and implement the requirements to achieve the objective. All the activities related to services and support shall be done through a dedicated Technical Team. Details of the functionality can be referred as mentioned in the section entitled '**Terms of Reference**'.

Part II: Instructions to Bidders

2.1 Eligibility Criteria

At the time of submission of bid response, the Bidder should conform to and/or be able to demonstrate the following:-

- (a) The bidder should be a company registered in India under companies Act 1956, registered with the Service Tax Authorities and operating for the last Five years in IT/ITeS Services as of 31st March 2015.
- (b) The bidder must have a registered office in the state of Odisha.
- (c) The bidder must be a ISO 9001 & ISO 27001 or CMM3/5 certified company and the certificate needs to be validity till the date of submission of bid.
- (d) The bidder should have a proven track record of successful implementation of one dynamic Department Portal & preferably one event management portal for any Government Department in India in last three years either on its own or through a consortium partner.
- (e) The bidder should have a minimum strength of 100 I.T. professionals in its pay roll.
- (f) The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government/PSU.
- (g) Bidders should possess valid registrations for all statutory requirements such as PAN, Service tax etc.
- (h) The bidder must have a turnover of not less than ₹6.00 crores in last three financial years ending with FY2013-2014. Audited balance sheet will need to be submitted in support of this requirement.

2.2 Bid Processing

2.2.1 General Information

- a. The bid process involves a three-stage evaluation namely, Pre-qualification, followed by the evaluation of the Technical bid and Financial bid.
- b. The bidder shall submit only one Proposal.
- c. Proposal should be in the specified format .Any other format shall not be acceptable.
- d. Proposals should be in English Language only.
- e. The Bidder is not permitted to modify, substitute or withdraw their Proposal after submission
- f. Bid should be valid for a period of 30 days from the date of submission

- g. The original Proposal shall be prepared in indelible ink. It shall contain no interlineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be attested by the person or persons who sign(s) the Proposals.
- h. An authorized representative of the bidder should sign on all the pages of the Proposal. The representative's authorization should be confirmed by a written power of attorney or board resolution accompanying the Proposal.
- i. Bidders should specify the price of their services in Indian Rupee (INR) only.
- j. Authority reserves the right to accept or reject any/all bid without assigning any reason thereof, and to annul the bid process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision. The decision of the competent authority would be final and binding on the bidders.
- k. All communication pertaining to this bid will be published in the designated website in case direct communication to bidders is not feasible, so it would be the bidders' responsibility to check website for such communication.

2.2.2 Proposal Submission

- a. Two (2) copies of all the bid documents sealed in separate envelopes will need to be submitted.
- b. Each envelope should be super scribed on the left hand side top corner as "Original Copy" and "Duplicate Copy" along with the **name of the project**.
- c. Both copies of the bids (Original and Duplicate) must consist of the following documents:
 - i) Pre-qualification bid
 - ii) Technical Proposal.
 - iii) Financial Proposal
 - iv) EMD as per RFP in a separate envelope to be submitted with the original General bid copy.

All the proposals should be sealed separately super scribed as "General Bid", "Technical bid" and "Financial Bid" on the respective envelope along with the name of project and RFP reference number.

- d. Electronic copies of Technical Proposal should be submitted in CD-ROM and all documents should be in PDF Format.
- e. Proposals should be comprehensive where necessary and unwanted material, including repetition of the bid document contents should be strictly avoided.

2.2.3 Bid Opening

- a. The bids that have been received within the specified deadline would be opened at the specified date and time as indicated.
- b. Bidder's representatives are free to be present at the time of bid opening.
- c. The bidders names and the presence or absence of requisite bid security and such other details considered appropriate, will be announced at the time of bid opening.
- d. Bids that do not contain necessary security amount or which has substantive material deficiencies shall be rejected upon opening.
- e. Bids received after the deadline (i.e. late bids) shall be returned unopened to the respective bidder.

2.2.4 Earnest Money Deposit

- a. Earnest money deposit: The proposal must be accompanied by earnest money deposit of **₹1,00,000 (Rupees one lakh only)** in the form of Demand Draft from any nationalized bank in favour of **Odisha Computer Application Centre payable at Bhubaneswar** without which the proposal will be rejected outright. Earnest money deposit will not be accepted in cash or any other form. No interest is payable on the amount of E.M.D.
- b. The Earnest money deposit will be refunded or returned (along with necessary endorsement for payment) to the bidders whose offers are not accepted by the **Odisha Computer Application Centre within one months** of the placing of final order to the successful bidder. However for the successful bidder, the Earnest money deposit so submitted will be refunded on submission of Bank guarantee against security deposit or as per the decision by the authority of Nodal Department. EMD of Bidders disqualified on pre-bid qualification will be returned on spot or within 15 days of bid opening.
- c. Non-acceptance of an award resulting from this bid process would entail forfeiture of the Earnest Money Deposit.

2.3 Award

- a. The contract will be awarded to the bidder securing the highest Composite Bid Score.
- b. Prior to expiration of the period of bid validity, Department will notify the successful bidder in writing, that their proposal has been accepted.
- c. Department and successful bidder will formalize the Contract Agreement that has been finalized

- d. The successful bidder shall furnish Bank guarantee only after which disbursement of monies would be made in accordance with contractual terms or as may be decided by the Nodal Authority.
- e. After the contract is formalized with the successful bidder, the Department will promptly notify other bidders on the shortlist that they were unsuccessful and return their Security Deposit.
- f. Failure of the successful bidder to accept the correction of the errors as specified herein OR to sign the contract OR wilful violation of the bid process shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security, in which event the Department may choose to award the work to the next highest scoring bidder or call for fresh bids.

2.4 Bid Evaluation

Bidders will be selected through **Quality & Cost Based Selection (QCBS)** Process and it has emphasised because the solution requires a aesthetic looks of the design, proven CMS based solution, prior experience in mobile apps, social media campaign and promotion.

2.4.1 Preliminary Scrutiny

- a. Assessment of the eligibility criteria will be done to determine whether the proposal submitted conforms to all mandatory criteria specified to merit further evaluation.
- b. Bids not conforming to such preliminary requirements will be prima facie rejected.

2.4.2 Evaluation of Technical Bid

- a. Criteria for evaluation of technical bids have been specified in clause 2.5 of this document.
- b. All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified.
- c. The bidder with highest technical bid (h1) will be awarded 100% score.
- d. Technical Scores for other than H1 bidders will be evaluated using the following formula:

$$\begin{aligned} \text{Technical Score of a Bidder} = & \\ & \{(\text{Technical Bid score of the Bidder} / \text{Technical Bid Score of H1}) \times 100\}\% \\ & \text{(Adjusted to two decimal places)} \end{aligned}$$

- e. The commercial bids of only the technically qualified bidders will be opened for further processing.

2.4.3 Evaluation of Financial Bid

- a. The Financial Bids of the technically qualified bidders will be opened on a the prescribed date in the presence of bidder representatives
- b. The bidder with lowest financial bid (L1) will be awarded 100% score.
- c. Financial Scores for other than L1 bidders will be evaluated using the following formula:

$$\text{Financial Score of a Bidder} = \frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \times 100\%$$

(Adjusted to two decimal places)

- d. Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- e. The bid price will include of all taxes and levies and shall be in Indian Rupees.
- f. Errors & Rectification: 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 there is a discrepancy between words and figures, the amount in words will prevail".

2.4.4 Combined Evaluation of Technical & Financial Bids

- a. The technical and financial scores secured by each bidder will be added using weightage of 70% (T) and 30% (F) respectively to compute a Composite Bid Score.
- b. The bidder securing the highest Composite Bid Score will be adjudicated as the Best Value Bidder for award of the Project.
- c. In the event the bid composite bid scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score	Financial Score	Weighted Technical Score (70% of B)	Weighted Financial Score (30% of C)	Composite Score (F=D+E)
A	B	C	D	E	F

2.5 Technical Scoring Patterns

Sl#	Parameters	Max Points	Evaluation Criteria
A	Organizational Capability-	35	
(a)	Development & implementation of dynamic portal for any Government Department / PSU / Corporation	8	4 points for each successfully completed project – up to 2 projects
(b)	Should have turnover of more than ₹6.0 Crores (average of last 3 years)	5	6Cr-10Cr – 2 Marks >10Cr-15 Cr. – 3 marks - More than 15 Cr. – 5 marks
(c)	Quality Certification	5	- ISO9001+ISO27001-2 Marks - CMM3/5- 3 Marks - CMM3/CMM5+ ISO 9001+ISO 27001 – 5 Marks
(d)	Experience of development & implementation mobile apps for Government in multiple OS.	7	3.5 point for each successfully completed project – up to 2 projects
(e)	Number of digital event management projects successfully handled	5	1 points for each project – up to 5 projects
(f)	Projects having the scope of Social Media Campaign and online promotion having integration of multiple gateway services	5	2.5 Points for each project- up to 2 project
B	Technical Presentation	65	Presentation Duration (In Minutes)
(a)	Portal Prototype Presentation by understanding the scope and relating to Nabakalebara	15	5
(b)	Mobile App Demo Presentation	15	5
(c)	Social Media Campaign and Promotion - Approach and Methodologies	15	5
(d)	Project Plan & Timeline, Resource Engagement Plan	10	5
(e)	Support and Crisis Management Plan	10	5

2.6 Conditions Governing Receipt and Opening of Proposals

The Financial Proposal should only indicate prices **without any condition or qualification** whatsoever and should include of all taxes, duties, fees, levies and other charges levied by Central & State, as may be applicable in relation to activities proposed to be carried out which will be reimbursed on submission of payment bill.

The original and all copies (including Soft Copies) of the Technical Proposal should be placed in one envelope. This outer envelope shall bear the submission address and other information indicated in the Data Sheet and clearly marked, **“Do not open, except in presence of the Evaluation Committee.”**

- i) After the deadline for submission of proposals the General Proposal shall be opened immediately by the evaluation committee. Technical Proposal can also be opened on the same date on the decision of Evaluation Committee.
- ii) From the time the bids are opened to the time the contract is awarded, if any Bidders wish to contact the Department on any matter related to its proposal, it should do so in writing at the address of the nodal officer. Any effort by the Bidder to influence the bid proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the proposal.

2.7 Concessional Benefits

As per Clause 4 of the office memorandum bearing number 13290/F/Dated 2nd April 2013 of finance department, SSI units registered in National Small Industries Corporation/DIC/OSIC will get 75% exemption from payment of Earnest Money Deposit (EMD).

2.8. Consortium

Consortium bidding is allowed up-to one members but the eligibility shall be met by the lead bidder. The roles & responsibility of the consortium partner if proposed shall be mentioned in an agreement which is to be submitted along with the bid.

2.9. Performance Bank Guarantee

At the time of the signing of the contract, the successful Bidder shall furnish the performance bank guarantee in accordance with the Conditions of Contract, in the Performance Guarantee Bond.

This Performance Bank Guarantee will be for an amount equal to 10% of the bid value which shall be submitted by the successful bidder upon signing the contract. This performance bank guarantee shall be valid from date of acceptance of LOI, till 60 days after the completion of the project .The performance bank guarantee may be discharged/ returned by OCAC upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

In the event of the bidder being unable to service the contract for whatever reason, OCAC would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of the Department under the contract in the matter, the proceeds of the PBG shall be payable to OCAC as compensation for any loss resulting from the bidder's failure to perform/ comply with its obligations under the contract. OCAC shall notify the bidder in writing of the exercise of its right to receive such compensation indicating the contractual obligation(s) for which the bidder is in default and the bidder will have to pay it within 14 days of the notice date. The decision of OCAC in this respect will be final.

The Performance Bank Guarantee may be forfeited if the buyer determines at any time that representatives of the bidder were found engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of that contract.

2.10 Mobilisation Advance

If the bidder requires the mobilisation advance for social media promotion, OCAC may consider releasing of mobilisation advance on submission of Bank Guarantee on equal amount from any nationalised bank. The validity of BG should be at least for a period of 5 months. The final settlement towards the mobilisation advance will be done during release of final payment.

Part III: Contractual Clauses

The Contract Agreement for this engagement would contain the following key clauses:-

3.1. Term of Contract

This will include the period required to deliver the deliverables and other services specified in the terms of reference, including the duration of the support period (as may be applicable to this engagement).

3.2. Termination

- a) Normal termination of the contract would happen at the end of the tenure.
- b) Pre-mature termination of the contract would happen in case of insolvency of bidder or due to conditions of material breach.

3.3. Effects of Termination

- a) In the event of a pre-mature termination of this agreement by Nodal Agency, the compensation payable to bidder will be decided in accordance with the Terms of Payment Schedule for the milestones completed services and accepted deliverables.
- b) Parties shall mutually agree upon a transition plan and comply with such a plan. The bidder agrees to extend full cooperation in supporting the transition process.

3.4. Scope of Work and Deliverables

This will be in conformity with the terms of reference specified in the RFP document and shall include the submissions made by the bidder in their proposal and work plans, further refined during the negotiations. Deliverables and milestones shall be established with a process of formal acceptance or such measurable criteria.

3.5. Norms Governing Service Delivery

- a) Provide necessary performance guarantees on signing of the agreement;
- b) Shall deliver the services in a professional manner commensurate with accepted industry practices and/or technical standards which are generally expected of such an engagement;
- c) Bidders shall establish a formal team structure with a named Project Manager who will serve as single point of contact and staff with competent resources to provide effective and expert service delivery, in tune requirements;
- d) Provide a roadmap and project plan for this engagement, describing clearly the responsibilities, timelines, dependencies, milestones and risks;
- e) The cost of travel & accommodation at to Bhubaneswar/Puri for various works like content fetching, content development etc should be borne by the bidder.

3.6. Fees and Payments

- a) The total fees payable to the bidder including a milestone based payment as specified in the terms of reference would be specified. Such payments shall be inclusive of all taxes / levies and other out of pocket expenses. Rate of taxes will be applicable as the rate prevailing at the time of submission of Bill.
- b) Payments for additional services in case of change in scope will also be specified.

- c) In case of a *bona fide* dispute regarding any invoice, the DEPARTMENT shall be entitled to delay or withhold payment of the invoice or part of it, limited to the extent of the disputed amount.

3.7. Ownership and Audit

- a) Software including source code, licenses, technical documents and services obtained for the express purpose of this engagement shall be in favour of the Department and shall be submitted to the Department on demand.
- b) All records pertaining to this work shall be made available to the Department and its authorized agencies upon request for verification and/or audit, on the basis of a written request.

3.8. Confidentiality

Bidder and its agents shall exercise professionally reasonable care to maintain the required confidentiality and privacy with regard to Departmental data, wherever applicable.

OCAC shall retain exclusive **intellectual property rights** to all artefacts to which OCAC has sovereign rights or **right to use** on a formalized agreement with another party if any cots software has been used in the application.

3.9. Indemnity

The bidder shall indemnify, defend and hold OCAC and their officers, employees, successors and assigns harmless from and against any and all losses arising from personal injury or claims by third parties pursuant to this agreement, including but not limited to any equipment, software, information, methods of operation or other intellectual property (or the access, use or other rights thereto) provided.

3.10. Force Majeure

Neither Party to this agreement shall be liable to the other for delay or default in performance of its obligations or any loss or damage which may be suffered by the other directly due to a Force Majeure event provided that the affected Party notifies the other Party of such event and its likely effects and duration as soon as possible and takes all reasonable steps to mitigate the losses/disruption.

3.11. Dispute Resolution

Any dispute or difference, whatsoever, arising between the parties to this agreement arising out of or in relation to this agreement shall be amicably resolved by the Parties through mutual consultation, in good faith and using their best endeavours. Parties, on mutual consent, may refer a dispute to a competent individual or body or institution or a committee of experts appointed By OCAC (Nodal Authority) for such purpose and abide by the decisions thereon.

On non settlement of the dispute, same shall be referred to the Principal Secretary to Government, IT Department, and Government of Odisha for his decision and the same shall be binding on all parties, unless either party makes a reference to arbitration proceedings, within sixty days of such decision.

Such arbitration shall be governed in all respects by the provision of the Arbitration and Conciliation Act, 1996 or later and the rules framed there under and any statutory modification or re-enactment thereof. The arbitration proceeding shall be held in Bhubaneswar, Odisha.

3.12. Governing Law and Jurisdiction

This agreement and all questions of its interpretation shall be construed in accordance with the Laws of India with the Courts at Cuttack (High Court) having jurisdiction.

3.13. Scope Changes

Process to manage changes to scope of the engagement and its impact on technical matters, project schedule and costs shall be detailed out. Cost impact can be settled on the basis of agreed professional monthly rate.

3.14. Limitation of Implementation Agency (IA) liability towards OCAC

- a. Except in case of gross negligence or wilful misconduct on the part of the IA Team in executing the work or in carrying out the Services, the IA, with respect to damage caused by the IA to property and/or assets of OCAC or of any of OCAC vendors, shall not be liable to OCAC.
 1. for any indirect or consequential loss or damage; and
 2. for any direct loss or damage that is limited to Contract Value.

- b. This limitation of liability shall not affect the IA liability, if any, for damage to Third Parties caused by the IA Team or any person or firm/company acting on behalf of the IA in executing the work or in carrying out the Services

Part IV. Term of Reference

4.1: Features of the Web Portal

1. Display of bilingual information in Odia and English.
2. Interactive multimedia oriented home page design. Multiple banner of inner page
3. Design of the website as per the GIGW guideline of Govt. of India and to make it disable friendly
4. Compatible to all the browser like Chrome, Mozilla firefox, Internet Explorer, Safari, Opera.
5. Web portal should be compatible to Mobile, Tabs, i-Pad
6. Social media promotion in Face book, Twitter and Google
7. Live video streaming and Web casting
8. Integrates with google maps
9. Hosting of the application in SDC/IT center server with high internet bandwidth.
10. Database driven website with CMS (Content Management System) and User Management to manage the requirement from Admin Interface by the multiple users

4 .2.Scope of Work

4.2.1 Web Portal of Nabakalebara: The following functionalities will be incorporated in the web portals

The web portal will have two parts:

1. Public view and interaction which is called as Client part
2. Interface to manage the requirement by the administrator from admin interface which is called as backend.

The website covers information for the following heads for public view

1. Nabakalebara
 - 1.1 History
 - 1.2 About the event
 - 1.3 On Going Rituals
 - 1.4 Role of Gajapati
 - 1.5 Role of Sevayats
2. News and Events
3. DARU Rituals
4. Publications/Articles

This option will display publication/articles related to the Nabakalebara/culture of lord Jagannath. Public will be given the option to upload their articles which will be accessed by the administrator to display in the website after approval.

5. Photo gallery
6. Videos (it covers online video streaming)
7. Audio (Jagannath Prayes, Bhajans, Chants)
8. Archive
9. Reservation (Links to site for)
 - 9.1 Neelachal Bhakta Nivas
 - 9.2 Gundicha Bhakta Nivas
 - 9.3 Hotel Reservation
 - 9.4 Railway Reservation
 - 9.5 Air Ticket
 - 9.6 Bus Reservation
10. Links
11. Faq
12. Sitemap
13. Contact
14. Feedback
15. Helpdesk
 - 15.1 Travel Guide
 - 15.2 Health Services
 - 15.3 Tour Services
 - 15.4 Police Services
 - 15.5 Volunteers
 - 15.6 NGO
 - 15.7 Bus Services
 - 15.8 Route
 - 15.9 Local Transport
16. Art and Crafts
17. OTDC
18. Tourism and Culture
19. Testimonials
20. Social media

Admin

Admin section will have the following options:

1. Users
2. Menus
3. Content Management
4. Banner Management
5. Layout Management
6. Functional Modules Management
7. Feedback

Users

1. User creation and Management for the web portal. User can be of two types that is Master Admin and General Operation Admin. Master Admin can be created more than one but always one will be active. Master Admin will create and manage general user who will manage the requirements as per authentication.
2. Module wise access rights and authentication for functions as: Publish, Add, Delete, Edit, View and Archival.
3. Audit logs for the users to store for 7 days operation on page wise and after the periods the logs will be auto cleared.

Menu

4. Creation of Menu as Global, Primary, Secondary and Sub Secondary Menu as up to 4th level with the option of edit, view, delete and publish.
5. Creation and management of highlighted menus with banner and to display as menu with hyper link
6. Link in client side will be hyper linked only on addition of information and published for public view.
7. Positioning and sequencing of menus in the appropriate section i.e. Top bar, Middle bar, Footer, Left side, right side in the home page and central panels in the home page.

Content Management

1. Information can be managed for the defined menu under Global, Primary, Secondary and Sub Secondary heads with the option of Create, Add, Edit, Delete, Publish/Unpublished View and Archive.
2. System should have the option to enable the features like Subject, Description, Attachment, links to URL and content editor to attach the information as per the requirement.
3. Content Editor should be user friendly with the features as inserting image, Presentation, Video, uploading video in the You tube, Links to URL, Font, Creation of tables, Graphs, inserting buttons, Different colors and shadings

4. Shall support content in multiple formats including PDF, DOC, DOCX, TXT, JPEG, JPG, PPT, XML, etc.
5. Video Format as like MP4, FLV etc should be supported by the portal.

The following options will be managed from the content management Section:

- a. Nabakalebar
 - History
 - About the event
 - On Going Rituals
 - Role of Gajapati
 - Role of Sevayats
- b. DARU Rituals
- c. Videos (it covers online video streaming)
- d. Audio
- e. Archive
- f. Reservation
- g. Links
- h. Faq
- i. Sitemap
- j. Contact
- k. Helpdesk
- l. Art and Crafts
- m. OTDC
- n. Tourism and Culture

Banner Management:

1. System should have the features to add and manage banner in the banner container with size as per the requirement.

Layout Management:

1. System should have the option to rotate the layout with similar navigation by selecting one out of the multiple themes from the admin interface (Home and Inner Page) with the functionality of Add, View, and Delete and publish.

Functional Module Management

This module will manage the following sub module:

Photo gallery:

1. Option to create and manage different types of categories with the thumb image
2. Option to Add and manage photo with captions under the category with auto compressive size of the photo as defined.

Feedback:

1. System should have the option to display in the dashboard all the feedback on date wise in the order of last in first out.
2. System should have the option to View, Accept & Reply, print and Delete the feedback as per the requirement.
3. System should have the option to store all the communication to the senders in respect to the reply in tree structure for future reference.
4. System should have the facility to display in the client side feedback page as number of feedback received, respond given and respond to be given till date
5. System should have the option for the administrator to publish good feedback and the reference details for public view in this page.

News & Events:

System should have the option to add news & events in the respective module. It will give the option to give the headings of news, photo, more news or link to other URL for display of more information.

System should have the option to select the news headline to display in the home page of the web portal for client view.

Testimonials:

System should have the option to display the testimonials given by the public in admin interface and administrator if found suitable can approve it for display in the home page or in testimonial page with their name, address and comments.

Option should be there to delete the unnecessary comments which should not be published in the website.

Publication/Article:

- i. The system has the option in client side to allow public to upload their articles to publish in the website.
- ii. System will have the option of dashboard where the administrator can view, delete and publish the document in the web portal

4.2.2: Mobile Apps (in Android, iOS and Windows platform)

To facilitate the tourist centric information such as:

- (a) About Nabakalebara
- (b) Event Schedule,
- (c) City guide
- (d) Weather information and forecast,

The city guide feature will show the addresses and contact numbers of the essential needs like the Hospitals, Police stations, Hotels, Restaurants etc. on a Google map.

- (a) The citizen centric services will have the services like the Travel guide, Route Chart of Puri, Helpdesk support.
- (b) There will be a section to register Customer complaints or Feedbacks.
- (c) Emergency contact numbers will be flashed in a section, for needs of those in distress. This section will have the contact numbers of the Police stations, Hospitals, etc
- (d) There will be a section for the News updates to be flashed to the visitors both on the mobile application, the website and also on the social media pages. The entire three medium will be in sync with regards to the news information shared about the event
- (e) There will be a section to give the testimonials about the events which will be published in the website
- (f) Mobile apps will be developed for android iOS and windows mobiles

4.2.3. Social Media Management

The selected Agency shall begin Social Media Management for Nabakalebara 2015 from the day of Work Order signing for a period of 4 months till Aug 2015 including, but not limited to the following activities:

- (a) Creation & Maintenance of Social Media Platforms for Nabakalebara 2015: The Agency shall create and subsequently maintain the official Facebook Page, Twitter Profile and YouTube Channel, Google.
- (b) New Look: Give the all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- (c) Updates: Daily informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, quiz etc.
- (d) Engage with Users: Regularly organize online quizzes, contests on the all platforms.
- (e) Publicity: Publicize the festival and its related events or ceremonies using the four platforms.
- (f) Query Management: All the queries received on the all platforms must be replied to and addressed within 24 hours.
- (g) Gate Keeping: Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- (h) Media Tracking: digital media monitoring for analyzing comments / remarks about Nabakalebara 2015 in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- (i) Tagging: Create relevant tagging & linkages of content on the all platforms.
- (j) Reporting: The agency must submit monthly reports on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Nabakalebara 2015 on the Social Media Platforms and the results achieved.

(k) Team: The agency must have a dedicated team people during the period of work as mentioned in clause 5.3.2 of page number 39.

(l) Amplification:

- i. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work
- ii. Executing the digital campaigns basis the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting etc.
- iii. Planning and executing a “Social Media Monitoring Program” on Social Media platforms.

Other Social Media Campaign

- i. You tube Optimization
- ii. Image Optimization
- iii. Wiki Page Creation and Submission
- iv. Wall Post, Commenting and Review Post
- v. Social Commenting
- vi. Content Sharing
- vii. Blog participation
- viii. Search engine optimization

A dedicated team of professionals will deliver the following milestones out of Social Media Campaign and Promotion. Resource plan will be given by the bidders as per the format given in commercial bid in page no 36, clause 5.3.2.

Milestones/Deliverables (By the end of project in all social media and Youtube)

Activities	Total	% of Social Media promotion cost
Page Creation	6	5%
Video upload	25	5%
Postings	2000	30%
Page Like	10,00,000	20%
Page Reach	2 Crore	30%
Reference Reach	20,00,000	10%

Others Milestones/Deliverables (By the end of project)

Activities	Target in numbers
Creative Designs	60
Ads Design	100
Ads Request	On Approval
Contents	150

4. 2.4 Content Procurement and Validation.

There is a content approval committee. Contents will be available from different source as from Sri Jagannath Prasasan Office, I& PR Department, Department of Tourism & Culture and Other sources. For content procurement to updating in the web portal, the bidders will provide a dedicated team for the following activities:

1. Collecting contents/videos/photographs from various departments in the form of Soft/hard copy.
3. Digitization of the content, scanning of the documents, photos and editing of Videos as per the requirement.
4. Validating the materials from the content approval committee and providing it to the web development team for up-dation in the web portal
5. Team will manage their own conveyance & accommodation to collect the information. Lodging and Boarding expenditure for this assignment will be reimbursed on submission of the actual bill.

4.2.5. Support and Maintenance

Support and Maintenance Phase will have the following activities:

1. Updation of the contents/video/photographs/Audio in the website.
2. Support on errors in the portal and mobile apps
3. Preparation of banner for the web portal
4. Photo,Video and Audio editing as per the requirement

A dedicated team will be deployed for this purpose to provide the support and maintenance for a period of 4 months.

4.2.6: SECURITY AUDIT

It is to be noted that the following is to be carried out for the web portal

1. The bidder has to make security audit of websites and provide Safe to Host Certification.
2. Web Application Audit & Vulnerability management of the web enabled applications has to be strictly done as per the guidelines issued for Third party Audit empanelled agency by Cert-in.
3. Web-enabled Application is to be audited as per OWASP (Open Web Application Security Project) 2013 standards.

4.3 Performance Requirements (SLAs)

The purpose of this Service Level Agreement (herein after referred to as SLA) to clearly define the performance criteria that shall be adhered to by the bidder for the duration of the project.

Sr.No	Major Area	Parameter	Requirements	Penalty
1	Application System Development and Implementation	Major milestone during development and implementation as per project plan document.	Delay of no more than 1 days of the delivery milestone	Beyond 1 days delay ,.5% of development cost
2	Availability of application	Web portal and Mob App Covering all the features	98% availability round the clock and Computation will be done on monthly basis.	₹1000 per hour
3	Resolution Time (Only for Bug fixing)	Time taken by the Bidder to fix the problem	Within 6 hours of reporting	Beyond the time of delay ,.5% of development cost
4	Social Media			50% of the rate quoted against the portion not achieved by the agency

Note: Penalty will be imposed on respective project cost

4.4 Acceptance, Certification and Roll-out

As this project involves both the development and hosting of the web portal the following points related to Acceptance, Certification and Roll out shall be considered:-

- a) An acceptance test plan along with test cases and expected results traced to the requirements shall be provided during the development and the same shall be accepted by the Department.
- b) Any observations/feedback from the Department related to the test plan and test cases shall be duly factored in as relevant.

- c) Department shall constitute a team of users who will facilitate the test process, but the bidder's personnel shall carry out the tests.
- d) The errors identified during testing, shall be duly rectified and resolved. Maximum of three rounds of testing shall be permitted.
- e) The pre-requisite for the software to be accepted is that it should have ZERO Severity Level defects and should be audited and certified by the **Security Audit Organisation empanelled under Cert-in**
- f) Hosting of the solution in the **State Data Centre/IT centre** should be carried out after the user acceptance testing and other certification has been successfully completed and the same will need to be factored in the work (project) plan.

4.5 Timelines for Project Implementation with the milestones and deliverables

SI#	Deliverables	Time-Line [Days]
Web Portal Development		
(a)	Prototype presentation (3 in number to select one for deployment)	T0+ 5
(b)	Integration of the CMS	T0+10
(c)	Content up-gradation and make it live	T0+10
(d)	Integration of the other module and make it for final live with cyber audit certification	T0+20
Mobile Apps Development		
(e)	Prototype presentation (2 in number to select one for deployment)	T0+5
(f)	Mobile Apps ready with android	T0+10
(g)	Mobile Apps ready with iOS	T0+15
(h)	Mobile Apps ready with Windows	T0+20
Social Media Promotion		
(i)	Page Creation in all the media	T0+3
(j)	Updation as per the milestone defined in Milestones of Social Media at page number 33.	

Note: T0 stands for the date of giving Lol/Purchase order whichever is earlier.

4.6 Payment term and Mile Stone:

Desirable Timelines for Project Implementation with the milestones deliverables

SI#	Milestones	Payment %
Web Portal Development		
i	After go live	50% of web development cost
ii	Rest to be paid after three months from go live of the project	50% of web development cost
Mobile Apps Development		
i	After go live	50% of mobile apps development cost
ii	Rest to be paid after three months from go live of the project	50% of mobile apps development cost
Social Media Promotion Ads		
i	After completion of one month from the date of work order	30% of the cost of social media campaign
ii	After completion of one month from the date of work order	30% of the cost of social media campaign
iii	After end of 4 months from the date of PO	40% of the cost of social media campaign
Resource Cost		
i	Cost of resources will be on monthly basis	Monthly basis

4.7 Acceptance, Certification and Roll-out

As this project involves both the development and hosting of the web portal the following points related to Acceptance, Certification and Roll out shall be considered:-

- g) An acceptance test plan along with test cases and expected results traced to the requirements shall be provided during the development and the same shall be accepted by the Department.
- h) Test cases shall consist of functional, usability and a set of conditions (about 3 to 5) to simulate a limited set of peak period scenarios.
- i) Any observations/feedback from the Department related to the test plan and test cases shall be duly factored in as relevant.
- j) Department shall constitute a team of users who will facilitate the test process, but the bidder's personnel shall carry out the tests.
- k) The errors identified during testing, shall be duly rectified and resolved. Maximum of three rounds of testing shall be permitted.

- l) The pre-requisite for the software to be accepted is that it should have ZERO Severity Level 1 defects and should be audited and certified by the **Security Audit Organisation empanelled under Cert-in, Govt of India.**
- m) Hosting of the solution in the **State Data Centre** should be carried out after the user acceptance testing and other certification has been successfully completed and the same will need to be factored in the work (project) plan.

Part V: Formats for Submission of Proposal

5.1 Pre-qualification bid

5.1.1: Pre-Qualification Bid Checklist

Sl. No	Criteria	Documents Required
1.	The bidder should be a company registered in India under companies Act 1956, registered with the Service Tax Authorities and operating for the last Five years in IT/ITeS Services as of 31st March 2014.	Copy of Certificate of Registration
2.	Bidders should possess valid registrations for all statutory requirements such as PAN, Service tax etc.	Copy of mentioned certificates and PAN Card
3.	The Bidder should deposit Earnest money and Tender fees (unless already paid for) along with the Technical bid. The bid received without the same will be summarily rejected.	Earnest Money Deposit and Tender fees as per RFP.
4.	Applicant Company must have a turnover of not less than Rs. 6 crores in previous three financial years ending with FY 2013-2014. Audited balance sheet will need to be submitted in support of this requirement.	Turnover Statement and net profit statements from Auditors for previous year.
5.	The bidder must have been assessed and certified for ISO 9001 & ISO 27001 or CMM3/5 which shall be validity till the submission of bid.	Copy of Certificates (valid as on date of submission)
6.	The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government/PSU.	Declaration from Authorised Signatory as mentioned
7.	The bidder must have a proven track record of successfully implementing at one Department Portal & one event management portal for any Government Department in India in last three years.	Details of the project in the specified Form, along with contract/Work Order and the client certificate about successful implementation.
8.	Authorised signatory of the bidder	Declaration in letter head
9.	The bidder should have a minimum strength of 100 I.T. professionals with the company.	Self Certificate from HR confirming the same.
10.	To get the Concessional benefits as per the clause 2.8	Copy of Certificate of Registration in NSIC/DIC/OSIC

5.1.2: Self Declaration: Not Blacklisted (in company letterhead)

To,

General Manager (Admin)

Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL,
Bhubaneswar - 751013

In response to the RFP Ref.No. OCAC-TE-O7/2015-ENQ-15020 for RFP titled "Development of Web Portal, Mobile Apps & Social Media Campaign for Nabakalebara-2015", as an owner/ partner/ Director of (organisation name)_____ I/ We hereby declare that presently our Company/ firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder:

Authorised Signatory:

Signature:

Seal:

Date:

Place:

5.1.3: Bidder's Authorisation Certificate

(Company letter head)

To,

General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O.- RRL,
Bhubaneswar - 751013

Bid Ref No : OCAC-TE-O7/2015-ENQ-15020

<Name>, , <Designation> is hereby authorized to attend meetings & submit pre-qualification, technical & commercial information as may be required by you in the course of processing the above said Bid. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Name of the Bidder: -

Verified Signature:

Authorised Signatory: -

Seal of the Organization: -

Date: _____

Place: _____

5.1.4: Particulars of the bidder

S No.	Information Sought	Details to be Furnished
1	Name and address of the bidding Company	
2	Incorporation status of the firm (public limited / private limited etc)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax	
8	Contact Person: Name Address eMail Phone Nos Mobile Number	

5.2: Technical Bid Formats

5.2.1: Technical Cover Letter

To

General Manager (Admin)

Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL,
Bhubaneswar - 751013

Subject: Submission of the Technical bid for “Development of Web Portal, Mobile Apps & Social Media Campaign for Nabakalebara-2015”

Bid Reference No - OCAC-TE-O7/2015-ENQ-15020

Dear Sir/Madam,

We, the undersigned, offer to provide solution to OCAC, Nodal Agency for Department of Information Technology in response to the RFP for Development of Nabakalebara Web Portal, Mobile Apps & Social Media Campaign.

We are hereby submitting our Proposal, which includes the Pre-Qualification Bid, Technical bid and the Commercial Bid sealed in a separate envelope.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the Implementation services related to the assignment not later than the date indicated in the RFP Document.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 30 days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

5.2.2: Certificate of Conformity and Non-Deviation
(Company Letterhead)

To,

General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL,
Bhubaneswar - 751013

Bid Reference No : OCAC-TE-O7/2015-ENQ-15020

This is to certify that, the specifications of Software & Services which I/ We have mentioned in the Technical bid, and which I/ We shall supply if I/ We am/ are awarded with the work, are in conformity with the specifications of the Tender document and that there are no deviations of any kind from the requirement specifications.

Also, I/ we have thoroughly read the tender document and by signing this certificate, we hereby submit our token of acceptance to all the tender terms & conditions without any deviations.

I/ We also certify that the price I/ we have quoted is inclusive of all the cost factors involved in the execution of the project, to meet the desired Standards set out in the Tender Document.

Thanking you,

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organization:

Date:

Place:

5.2.3: Format for fairness of documents

(Company letterhead)

To,

General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O.- RRL,
Bhubaneswar - 751013

In response to the RFP Ref. No. OCAC-TE-O7/2015-ENQ-15020 dated 01/05/2015 for RFP titled "Development of Web Portal, Mobile Apps & Social Media Campaign for Nabakalebara-2015" As an owner/ partner/ Director of.....
....., I/ We hereby declare that any documents or information submitted under this bid is without any doubt, true and fair, to the best of my/our knowledge.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organization: -

Date: _____

Place: _____

5.2.4: Format for Citations of the projects required to be evaluated for Technical evaluation

<i>General Information</i>	
Name of Project	
Client for which the project was executed	
Name and contact details of the client	
<i>Project Details</i>	
Description of the project	
Outcomes of the project (Completed/ in progress)	
<i>Other Details</i>	
Total cost of the project	
Total cost of the services provided by the respondent	
Duration of the project	<i>Start Date...../...../.....</i> <i>End Date/...../.....</i>
Security Certification (Details)	
Other Relevant Information	
<i>Mandatory Supporting Documents:</i>	

5.3 Commercial Bid Format

5.3.1 Application Development Cost

Si No. (1)	Description (2)	Amount (3)	Taxes if any (4)	Total Cost (5) (3+4)
1	Web Portal Development			
2	Mobile App			
	2a. Android			
	2b. iOS			
	2.c Windows			
Total				

5.3.2 Resource Deployment Cost

Professional Involvement (1)	Quantity (2)	Duration in Months (3)	Rate per man month (4)	Taxes if any (5)	Total Cost per person per month (6) (4+5)	Total Cost (7) (2 x 3 x 6)
Supervisor(social media)	1	4				
Social Media Strategist	2	4				
Content Writer	2	4				
Ad & Account Manager	1	4				
Graphics Designer	2	4				
Content Coordinator	3	4				
Total						

5.3.3 Social Media Promotion Cost

Description (1)	Cost (2)	Taxes if any (3)	Total (4) (2+3)
Promotion in all social media			

5.3.4 Cost Summary

SL#	Cost Component	Total
1.	Application Development Cost (total of 5.3.1)	
2.	Resource Deployment Cost	
3.	Social Media Promotion Cost	
	Grand Total	
	Grand total in words	

*In case of change in the tax rate, tax as applicable will be paid

5.3.6 Undertaking on Pricing of Items of Technical Response
(Company Letterhead)

To

General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O.- RRL,
Bhubaneswar - 751013

Sub: Undertaking on Clarifications

Sir,

I/We do hereby undertake that Commercial Proposal submitted by us is inclusive of all the items in the technical proposal and is inclusive of all the clarifications provided/may be provided by us on the technical proposal during the evaluation of the technical offer. We understand and agree that our Commercial Proposal is firm and final and that any clarifications sought by you and provided by us would not have any impact on the Commercial Proposal submitted by us.

Thanking you,

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organization: -

Date:

Place: