

**REQUEST FOR PROPOSAL**

**FOR**

**EMPANNELMENT OF VENDORS FOR**

**DESIGNING, DEVELOPMENT, MAINTENANCE &**

**HOSTING OF WEB-SITE/WEB-PORTAL AS PER**

**BANK'S NEED**

**Information Technology Department**  
**Head Office, National Housing Bank**  
**Core 5-A, 3rd Floor, India Habitat Centre, Lodhi Road**  
**New Delhi - 110003**  
**Phone: 011-24611070**  
**E-Mail: [souravs@nhb.org.in](mailto:souravs@nhb.org.in)**

**BID DETAILS**

1.	Date of commencement of sale of Bid Documents	31/05/2014
2.	Last date and time for sale of Bid Documents	20/06/2014 17.00 hrs
3.	Last date and time for receipt of Bid Documents	20/06/2014 17.00 hrs
4.	Date and Time of Technical Bid Opening	23/06/2014 12.00 hrs
5.	Cost of RFP	Rs. 5,000/- (Rs. Five Thousand Only)  (Please refer to clause no. 8 for payment details)
6.	Earnest Money Deposit	Rs. 25,000/- (Rs. Twenty Five Thousand Only)  (Please refer to clause no. 8 for payment details)
7.	Place of opening of Bids	National Housing Bank, Information Technology Department Head Office Core 5-A, 3 <sup>rd</sup> Floor, India Habitat Centre, Lodhi Road, New Delhi - 110003

**Note:** Bids will be opened in the presence of bidders who choose to attend as above.

## INSTRUCTION TO BIDDER

### **National Housing Bank**

National Housing Bank (NHB), a statutory organisation is a wholly owned subsidiary of the Reserve Bank of India, formed under the Act of the Parliament.

NHB is the regulator for housing finance companies (HFC). It also provides finance to financial institutions such as Banks, HFCs, Co-operative Sector Institutions, Housing Agencies, etc. under its various schemes benefiting the masses both in urban and rural areas.

The head office of NHB is located at New Delhi and a regional office located at Mumbai. It has representative offices located at Hyderabad, Chennai, Bengaluru, Kolkata, Lucknow, Ahmedabad, Patna, Bhopal, Bhubaneswar & Nagpur.

### **1. PURPOSE**

1.1 National Housing Bank (hereinafter referred to as the Bank) with Head Office at New Delhi wishes to empanel vendors for development, maintenance and upgradation of web-sites/web-portals and related jobs as per the Bank's need and as and when required by the Bank.

1.2 The purpose of RFP is to solicit proposals from qualified vendors for empanelment.

### **2. SCOPE OF WORK**

The vendors will be empanelled based on pre-qualification criteria (enclosed in Annexure-A) and technical evaluation criteria (Clause No. 15) as specified in the RFP. The Bank will invite Commercial Quotations from empanelled vendors for developing, maintaining and upgrading web-sites/web-portals, logo design and flash presentation design as per the Bank's need, The terms and conditions for the same are mentioned below. It may be noted that actual terms and condition will be mentioned specifically at the time of inviting commercial proposals for the respective job.

#### **2.1 Project Scope**

- Website / Web-portal Design , Development & Hosting
- Website / Web-portal Upgradation and Maintenance
- Flash Presentation Design
- Logo Design

#### **Website / Web-portal Design , Development & Hosting**

The empanelled vendors shall be responsible for designing & development of new website/web-portal as and when they are assigned such task as per the Bank's need. During the new design, following basic features has to be incorporated:

1. Website/portal is to pack in maximum information in a communicable manner

2. Website/portal should be visually attractive, dynamic and original
3. Loading of website should be quick and easy to navigate
4. It should be compatible with all common web-browsers
5. Effective Search Engine etc.

Empanelled vendor will also be responsible for Hosting of website/portal in server/servers located in India when it is asked for by the Bank. Uptime of the hosted site should at least be 99%.

#### Website / Web-portal Maintenance

Website maintenance service includes:

1. Presenting of contents to make it appealing on the web-site
2. Updating contents, announcements, article etc.
3. Uploading new images, replacing old images and image manipulation
4. Maintenance of Newsletter & email list
5. Modification of web-pages (i.e. adding removing and redesigning of web-pages)
6. Maintenance of Search Engine positioning
7. Monitoring & Tracking of website traffic
8. Ensuring Security
9. Upload and creation of PDF

#### Flash Presentation Design

The scope of the empanelled vendors will also include preparation of flash presentation as per the Bank's need. Flash presentation should be seamlessly integrated with any other web-site of the Bank. The feature of speech/voice recording and theme music should also be incorporated in the flash presentation as and when required.

#### Logo Design

The scope of the empanelled vendors will also include designing of logos for putting the same on web-site / portals owned by the Bank. It should be a masterpiece of artwork and the logo design needs to capture people's inner emotions, and stimulate their visual appeal.

## **2.2. General Terms**

The tender is for empanelment of vendors for developing, maintaining and upgrading web-sites/web-portals, logo design and Flash presentation design, as and when required by the Bank. Commercial quotation will be called from the empanelled vendors only on need basis. Each time, offer will be given to L1 bidder. Bank Reserves the right to cancel the empanelment of any vendor or blacklist any empanelled vendor without assigning any reason if the service of the vendor /vendors is not found suitable. In that case, bank can also forfeit the EMD amount of the empanelled vendor deposited with the Bank.

**Delivery of Services:-** Whenever an empanelled vendor will get the work order for any of the deliverable services, substantial number of alternative design documents are to be demonstrated to the Bank for choosing the most feasible basic structure. Delivery period, payment terms, penalty clauses for the desired services will be indicated when commercial quotation will be asked from the empanelled vendors.

**Acceptance:-** Bank reserves the right to cancel the order if the same is not accepted within a period of 7 days from the date of order.

**Taxes:-** The prices quoted at the time of submitting commercial bid should be inclusive of all taxes and duties.

### **3. COST OF BID**

The bidder shall bear all the costs associated with the preparation and submission of bid and bank will in no case be responsible or liable for these costs regardless of the conduct or outcome of the bidding process.

### **4. BID DOCUMENT**

The bidder is expected to examine all instructions, forms, terms and conditions and technical specifications in the Bid Document. Submission of a bid not responsive to the Bidding Document in every respect will be at the bidder's risk and may result in the rejection of its bid without any further reference to the bidder.

### **5. AMENDMENTS TO BIDDING DOCUMENTS**

At any time prior to the last Date and Time for submission of bids, the Bank may, for any reason, modify the Bid Document, by amendments, at the sole discretion of the bank. All amendments will be **uploaded on the website**.

In order to provide, prospective bidders, reasonable time to take the amendment if any, into account in preparing their bid, the Bank may, at its discretion, extend the deadline for submission of bids.

### **6. PERIOD OF VALIDITY**

Bids shall remain valid for **Six Months** from the date of bid opening prescribed by the Bank. A bid valid for shorter period shall be rejected by the bank as non-responsive.

### **7. BID CURRENCY**

Prices shall be expressed in Indian Rupees only.

### **8. BID EARNEST MONEY & COST OF RFP**

The bidder has to submit an RFP cost of Rs. 5,000 (Rs. Five Thousand) (non-refundable) & earnest money deposit of Rs. 25,000 (Rs. Twenty Five Thousand only) (refundable after 2 years of empanelment for successful bidders and after finalizing the selection process for unqualified

bidders) by way of an e-payment in favour of **National Housing Bank**. The Accounts details are given below:

1. *Beneficiary Name:* National Housing Bank
2. *Beneficiary Address:* Core 5A, 4th Floor, India Habitat Centre,  
Lodhi Road, New Delhi 110 003
3. *Beneficiary Bank Name:* State Bank of Hyderabad
4. *Beneficiary Bank Branch Address:* Pragativihar Delhi Branch,  
Ground Floor, Core-6, Scope Complex,  
Lodhi Road, New Delhi – 110 003
5. *Type of Bank Account:* Current account
6. *Beneficiary Bank A/C No:* 52142903844
7. *IFCS code of Bank branch:* SBHY0020511
8. *MICR No.:* 1100004005

The proof of the payment should be enclosed and put in the envelope containing the Technical Bid; in the absence of which the bid may not be considered for further evaluation. The bidders are also required to submit ECS Mandate Form as enclosed in Annexure-C.

- The EMD security may be forfeited:
  - If a Bidder withdraws its bids during the period of bid validity
  - If a Bidder makes any statement or encloses any form which turns out to be false/incorrect at any time prior to signing of the contract
  - In case of successful Bidder, if the Bidder fails to Sign the contract.

#### **9. BIDDING PROCESS (TECHNICAL BID ONLY)**

For the purpose of the present job, the bidder will have to submit the bid only in one red lakh-sealed envelope (wax seal), duly super scribing “**DEVELOPMENT, MAINTENANCE & UPGRADATION OF WEBSITE/PORTAL**”.

The bid will not contain any pricing or commercial information.

The bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized by him. The authorization shall be indicated by a written power of attorney accompanying the Bid. All pages of the Bid shall be initialed by the person(s) signing the Bid.

The Bid shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the Bidder, in which case corrections shall be initialed by the person(s) signing the Bid.

#### **10. SUBMISSION OF BIDS**

The bidders shall duly seal the envelope with RED LAKH SEAL (Wax Seal).

The bid should be sent to the Bank at the following address and should reach by the time and date mentioned on page 2 of this document.

The Asst. General Manager  
Information Technology Department  
National Housing Bank,  
Head Office  
Core 5-A, 5<sup>th</sup> Floor, India Habitat Centre, Lodhi Road,  
New Delhi - 110003

#### **11. LAST DATE AND TIME FOR SUBMISSION OF BIDS**

Bids must be received by the Bank at the address specified in the Bid Document not later than the specified date and time as specified in the Bid Document or as extended by the bank as per clause 6. In the event of the specified date of submission of bids being declared a holiday for the Bank, the bids will be received up to the appointed time on next working day.

#### **12. LATE BIDS**

Any bid received by the Bank after the deadline for submission of bids will be rejected and/or returned unopened to the Bidder, if so desired by him.

#### **13. MODIFICATIONS AND/OR WITHDRAWAL OF BIDS**

- Bids once submitted will be treated, as final and no further correspondence will be entertained on this.
- No bid will be modified after the deadline for submission of bids.
- No bidder shall be allowed to withdraw the bid, if the bidder happens to be a successful bidder.

#### **14. CONTENT OF DOCUMENTS TO BE SUBMITTED**

Documents required in Bid Envelope (Sealed Cover):

- i. Bidder's information as per part "I" of Annexure-'B'.
- ii. Service Information as per part "II" of Annexure -'B'.
- iii. Undertaking Letter as per part "III" of Annexure -'B'.

#### **15. BID OPENING AND EVALUATION**

The Bank will open the bid, in the presence of Bidders representative who choose to attend, at the time and date mentioned in Bid document at the address mentioned at clause-11 titled "Submission of Bids".

The bidders or their representatives who are present shall sign register evidencing their attendance. In the event of the specified date of bid opening being declared a holiday for Bank, the bids shall be opened at the appointed time and place on next working day.

Bidders satisfying the technical requirements as determined by the Bank and accepting the terms and conditions of this document shall be short-listed for empanelment. Bank reserves the right to accept or reject any bid without assigning any reason thereof. Decision of the Bank in this regard shall be final and binding on the bidders.

### 15.1 Evaluation Criteria for the Bidding Process

The bids received from the firms would be evaluated on the basis of their technical competencies. The technical competencies would be evaluated first and only the firms having the requisite qualifying technical score would be eligible for being empanelled.

**Criteria and Point system for the evaluation of the bids are as under:**

Maximum Points 100

	Criteria Points	(Max Marks)
1) Specific experience of the Bidder relevant to development/maintenance of website/portal & technology used for the same. <ul style="list-style-type: none"> <li>• 6 work orders or more pertaining to Banks , FIs , Govt., PSUs , Large Corporate in India</li> <li>• More than 3 but &lt;= 5 work orders pertaining to Banks , FIs , Govt., PSUs , Large Corporate in India</li> <li>• Upto three work orders pertaining to Banks , FIs , Govt., PSUs , Large Corporate in India</li> </ul>	Qualitative in nature  15  10  05	Max Marks 15
2) Experience of Bidder with respect to currently valid contracts relevant to development/maintenance of website/portal & technology used for the same. <ul style="list-style-type: none"> <li>• Currently valid contracts with more than 6 Banks , FIs , Govt., PSUs , Large Corporate in India</li> <li>• Currently valid contracts with 4 - 5 Banks , FIs , Govt., PSUs , Large Corporate in India</li> <li>• Currently valid contracts with upto 3 Banks , FIs , Govt., PSUs , Large Corporate in India</li> </ul>	15  10  05	Max Marks 15
3) Satisfactory Services Certificate (For developing/maintaining website/portal) by Clients (Should be current – last 5 years reference only) <ul style="list-style-type: none"> <li>• Satisfactory Services Certificate by six or more Clients</li> <li>• Satisfactory Services Certificate by 3-5 Clients</li> <li>• Satisfactory Services Certificate by 1-2 Clients</li> </ul>	15  10  05	Max Marks 15

4) Track of being in the Business (Development/Maintenance of website/portal)		Max Marks 10
<ul style="list-style-type: none"> <li>• Being in the Business for 7 or more years</li> <li>• Being in the Business for 4-6 years</li> <li>• Being in the Business for 3-4 years</li> </ul>	10 06 03	
5) Work done related to “Flash Presentation Design” and “Logo Design”.		Max Marks 08
<ul style="list-style-type: none"> <li>• More than 5 Flash Presentation Design &amp; Logo Design</li> <li>• 3-5 Flash Presentation Design &amp; Logo Design</li> <li>• At-least 2 Flash Presentation Design &amp; Logo Design</li> </ul>	08 05 03	
6) ISO Certification or CMM level-II certification For Web Development area		Max Marks 07
<ul style="list-style-type: none"> <li>i. If Yes</li> <li>ii. If No</li> </ul>	07 00	
7) Average turnover for Last 3 years		Max Marks 10
<ul style="list-style-type: none"> <li>• Rs. 3 Crore to 5 crore</li> <li>• Rs.5 Crore to 8</li> <li>• Rs. 8 Crore to 10 crore</li> <li>• Rs. 10 Crore and above</li> </ul>	04 06 08 10	
8) Presentation/Demonstration on the approach of development/maintenance and upgradation of website/portal, logo design, flash presentation design etc.	Qualitative in nature	Max Marks 20

*Note: An organization having an average annual turnover of Rs. 1000 Crore or above during last three years with a minimum of 1000 employees on its payroll and having offices in all metro cities in India including Bangalore and Hyderabad, will be considered as Large Corporate Sector for this RFP.*

Bidders have to provide copies of supporting documents against each criteria mentioned above, without which bid may be rejected.

**The minimum qualification score for the Bid for empanelment would be 70.**

#### **16. CLARIFICATIONS OF BIDS**

To assist in the examination, evaluation and comparison of bids the bank may, at its discretion, ask the bidder for clarification and response shall be in writing.

#### **17. PRELIMINARY EXAMINATION**

The Bank will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required information has been provided as underlined in the bid document, whether the documents have been properly signed, and whether bids are generally in order.

The bid determined as not in order as per the specifications will be rejected by the bank.

#### **18. INFORMAL APPROACH TO BANK'S PERSONNEL**

Any effort by bidder to influence the bank in the bank's bid evaluation, bid comparison or contract award decision may result in the rejection of the Bidders' bid. Bank's decision will be final and without prejudice and will be binding on all parties.

#### **19. BANK'S RIGHT TO ACCEPT OR REJECT ANY BID OR ALL BIDS**

The bank reserves the right to accept or reject any bid and annul the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the ground for the bank's action.

**Further, empanelment of vendors does not ensure that work order will be issued to the vendor/vendors for any web development/maintenance project. Separate Commercial quotation will be asked from empanelled vendors as and when required.**

#### **20. SIGNING OF CONTRACT.**

The successful bidder(s) to be called as vendor, shall be required to enter into a Service Level Agreement (SLA) and confidentiality cum non-disclosure agreement with the Bank, within 15 days of the award of the service order (when provided) or within such extended period as may be specified by the bank.

#### **21. VALIDITY OF EMPANELMENT.**

Two Years from the date of empanelment or as decided by the Bank.

#### **22. PURCHASE PREFERENCE**

Purchase preference to Central Public Sector Units as per directives of Department of Public Enterprises will be available.

#### **23. HARDWARE, OPERATING SYSTEM, DATABASE etc. FOR HOSTING**

The Datacentre, Hardware items, Operating System, Database and other associated software (if any) for hosting of web-site/portal will be provided/arranged by the vendor to whom job will be allocated. Maintenance of all these items will be the responsibility of the service provider. Bank will only bear the hosting/maintenance cost as agreed upon after submitting of commercial bid.

#### **24. INTELLECTUAL PROPERTY RIGHTS**

**Intellectual Property and Ownership:** All Intellectual Property Rights in the works, developed hereunder, including any software and documentation, developed and any additional or new development or inventions made in the course of performance of services hereunder by the

company or its personnel involved in the project of the Bank shall absolutely belong to **National Housing Bank**.

Web-site/portal developer has to provide all source code and documentation to the Bank after completion of development work.

-----XXXXX-----

**Annexure 'A'**

**Pre Qualification Criteria:**

1. The bidder should be engaged in the business for development and maintenance of web-site/web-portal in India for at least 3 years (Proof to be attached)
2. The bidder should have experience in developing web portal / Web site at least for three Bank, Financial institution, Govt., PSU, Large Corporate in India.
3. The average annual turnover of the bidder should be atleast Rs. 3 Crores in the last three financial years. (Copy of audited Balance sheet is to be attached).
4. The bidder should have minimum 50 computer professional on its roll. Name, profile and experience of the software developers should be clearly indicated in the bid documents.

**Note1: Bidders are to submit documentary proof to establish the qualification of the above mentioned criteria.**

**Note2: Bidders fulfilling all pre-qualification criteria will only be considered for further technical evaluation. Otherwise the bids will be rejected.**

**Annexure 'B' PART-I**

Bidders Information
---------------------

Name \_\_\_\_\_

Constitution \_\_\_\_\_

Address \_\_\_\_\_

Names & Addresses of the Partners if applicable  
\_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Telephone, Fax, e-mail \_\_\_\_\_

Number of years of experience in the Business of web-site development/maintenance:  
\_\_\_\_\_

Please give brief financial particulars of your firm for the last 3 years along with the volume of business handled.  
(The information will be kept confidential)

Year	2011-12	2012-13	2013-14
Net Profit			
Total Turnover			

Is company ISO Certified? If yes, provide information alongwith true copy of certificate.  
\_\_\_\_\_

**Signature:**  
**Seal of company**

**PART - II:**

**PROFORMA FOR PERFORMANCE STATEMENT**  
**(FOR A PERIOD OF LAST 5 YEARS)**

**NAME OF BID**

**NAME OF FIRM**

Order Placed by Full Address of Purchaser	Order No. and Date	Description	Date of Completion		Remark reason for late delivery	User satisfaction report, if any (Attach certificate from customer)
			As per contract	Actual		

**Note:- Pl. refer only the projects of website design/development/maintenance, Logo design, Flash Presentation Design.**

**Signature and Seal of Bidder**

**PART - III:**

**Letter to be submitted by bidder along with bid documents**

To  
The Asst. General Manager  
Information Technology Department  
National Housing Bank,  
Information Technology Department  
Head Office  
Core 5-A, 3<sup>rd</sup> Floor, India Habitat Centre, Lodhi Road,  
New Delhi - 110003

Sir

**Reg: Our bid for Empanelment of vendors for web-site/web-portal designing/ development/ maintenance & hosting**

We submit our Bid Document herewith.

If our Bid for the above job is accepted, we undertake to enter into and execute at our cost, when called upon by the bank to do so, a contract in the prescribed form. Unless and until a formal contract is prepared and executed, this bid together with your written acceptance thereof shall constitute a binding contract between us.

We understand that if our Bid is accepted, we are to be jointly and severally responsible for the due performance of the contract.

We understand and agree that you are not bound to accept the lowest or any bid received by you, and you may reject all or any bid; you may accept or entrust the entire work to one vendor or divide the work to more than one vendor without assigning any reason or giving any explanation whatsoever.

We understand and agree that the names of short listed bidders for empanelment shall be communicated to the bidders either over phone/e-mail/letter.

Dated at \_\_\_\_\_ / \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

Yours faithfully

For \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
(Authorised Signatory)

**Annexure - C**

**ECS MANDATE**

**FORM FOR PROVIDING DETAILS OF BANK ACCOUNT FOR CREDIT OF PAYMENT  
FROM NATIONAL HOUSING BANK**

(Please fill in the information in CAPITAL LETTERS)

1. Name of the vendor/supplier \_\_\_\_\_  
2. Address of the vendor/supplier \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_ Pin Code \_\_\_\_\_  
E-mail id \_\_\_\_\_  
Phone / Mobile No. \_\_\_\_\_  
Permanent Account Number (PAN) \_\_\_\_\_  
Service Tax Registration No. \_\_\_\_\_  
TIN No. \_\_\_\_\_

**3. Particulars of Bank Account**

A. Name of Account same as in the Bank \_\_\_\_\_  
B. Name of the Bank \_\_\_\_\_  
C. Name of the Branch \_\_\_\_\_  
D. Address of the Branch with Tel No. \_\_\_\_\_  
\_\_\_\_\_  
E. Account No. (appearing in Cheque book) \_\_\_\_\_  
F. Account Type (SB, Current, etc.) \_\_\_\_\_  
G. MICR No. \_\_\_\_\_  
H. IFSC Code of the bank branch  
(to be obtained from the respective branch) \_\_\_\_\_

I/We hereby authorize National Housing Bank to credit payment(s) to my/our above bank account by ECS. # (#ECS will accepted on centers where the facility is available).

I/We hereby declare that the particular given above are correct and complete. If the transaction is delayed or not effected at all by ECS for reasons of incomplete or incorrect information, I/we would not hold National Housing Bank responsible. I also undertake to advise any change in the particulars of my account to facilitate updation of records for purpose of credit of amount through RTGS/NEFT.

I also agree that without prejudice to the generality of the foregoing, in the event National Housing Bank is not able to carry out the ECS instructions given by me, National Housing Bank may make such arrangements for payment as deemed appropriate by it, for effecting the transaction.

Place:

Date:

Authorized Signatory/ies

\_\_\_\_\_  
Certified that the particulars furnished above are correct as per our records.

Bank's Stamp:

Date:

Signature of the Authorized Official of the Bank