Permanent Mission of India to the UN
New York
***

Request for Proposals (RFP)

Details of work: Redevelopment and Maintenance of website for the Permanent Mission of India to the United Nations, New York

The objectives of this RFP are website redesigning and development as detailed below:

- Redesigning and development of the existing website (Desktop & Mobile) of PMI, New York with rich content and responsive modern design
- Design and develop a CMS that gives PMI, New York complete access over the website to edit and add pages with a set of pre-designed templates
- Necessary updates to speed up the content delivery and improve Application performance
- Website Security and Security Auditing
- HTTPS/ SSL for the hosting of the website
- Search engine optimization

Scope of Work

The primary focus of the website is to give out a wealth of detail regarding India’s engagement with the multilateral system, provide access to statements in the General Assembly, Security Council, ECOSOC and important Committees made by the delegation of India over the past twenty years.

Website Management

i. Redesign of the website with high quality and rich content with a responsive design as per MEA and NIC website guidelines.

ii. Website to be hosted in India on Virtual Private Cloud by the vendor with hack-proof security (Clause 2.2)

iii. Redesign of the Content Management System of the website.

iv. Providing 24 X 7 support with both website design and maintenance and updates respectively.

v. Agency would be required to provide Warranty, Maintenance, and Technical Support for the period of contract for all matters related to Website Management, Website security and Website Hosting.
vi. Preparation of User Manual and provide online technical support to train mission staff for CMS management.

vii. Link both Mission’s and MEA’s social media accounts on the website for real-time updates.

viii. ensure that the website complies with the “Guidelines for Indian Government Websites (GIGW)” https://web.guidelines.gov.in/assets/gigw-manual.pdf

2.1 Detailed Scope of Work

This section provides an indicative scope of work for vendors. However, this is only indicative and would vary depending upon actual requirements of PMI, New York.

2.1.1 Redevelopment and Maintenance of Customized Web Based application/portal solutions/ Web designing:

a) Redevelop the website - Home Page, Topics under India and United Nations, Statements, Press releases, events, live feeds, social media updates, if any and periodic archiving the old contents automatically, etc..

b) Study and analyse the existing content on the website and redesign them

c) The design should comply on all parameters with guidelines issued by the Government of India for websites. Header and Footer of the existing website to be retained.

d) Creation of visually attractive infographics giving out data on the Mission’s work in the areas of Peacekeeping, Development cooperation (South-South Cooperation, India-UN Fund) Etc.

e) Content repurposing and migration, if needed.

f) Comply with website security guidelines issued by NIC, GOI.

h) The website should have features of a timeline of statements/Press Releases and an events calendar.

h) Do necessary updated to speed up the content delivery and Improve Application performance
i) The website should be database driven / modular so that it can store & handle all the information and be able to handle the documents that would get uploaded on it on a regular basis.

j) Customization of CMS and development of features through which the Mission is able to upload and edit contents remotely. Provide end-to-end custom templates to choose from while creating new menus and pages on the Mission’s website.

(In the CMS, provide front-end user interface/network login details that allows a user, even with limited expertise, to add, modify and remove content from a website.)

2.1.2 Website Maintenance

a. Upgrade/update the content and structure of the Mission’s current website.

b. Update Content on the website on a regular basis, as and when provided by the Mission.

c. Develop banners/images/infographics/alerts etc. as and when required.

d. Manage and maintain Mission’s domain, including web hosting facility in India with a secure server.

e. Regularly monitoring of the website with 24 X 7 monitoring tools and intrusion detection system facility

f. Complete regular repairs as needed to scripting languages, basic HTML, broken images, broken links and all other malfunctioning code or components.

g. Periodic full backup of the website through the duration of the contract.

h. Provide report on-site traffic statistics and search engine analysis reports on a monthly basis.

i. Give monthly updated reports to the mission about no. of visitors, the geographical distribution of visitors, average time spent on the website, most visited sections/pages etc. besides other analysis.

j. Apart from uploading the contents, the CMS will also enable the user to assign a specific timeline for the contents to be displayed on the website.

l. Provide Mission with off-site coordinators for all the tasks related to the website design and maintenance and repairs respectively.

2.1.3 Content Management System
a. Content Management - Redesign the CMS and upgrade to user friendly CMS such as Wordpress, Joomla, drupal etc.

B. Edit, revise, update or create new textual content and graphics on existing pages based on the mission’s request.

C. Layout/homepage to be redesigned as and when required.

2.1.4 Database Management

a. Content archiving in a local server for periodic review of the content upon request by the mission.

b. Database- requires periodic bug fixing, troubleshooting and the periodic update of searchable data.

c. Maintain Site Search Engine by ensuring any content updates and new pages are searchable. Add “Filter” option on the search results page with the option to filter results by year, committees, UNGA, UNSC etc.

d. Advanced search option to be incorporated.

e. Automated reconciliation and generate necessary reports etc.

2.1.5 Adherence to Web Application Audit/ Compliance and Approval / Security Features.

Comply with Security Audit and other security instructions issued by the Mission as and when issued.

2.1.6 Indicative Deliverables

- High-Level Design/ Architecture Document
- Provide a report on-site traffic statistics and search engine analysis reports on a monthly basis.
- Give monthly updated reports to Mission about no. of new visitors, geographical distribution of visitors, average time spent on the website, most visited sections/pages etc. besides other analysis.

- Show the number of visitors to the website.

- Development and implementation of the online web strategy with major upgrades in the design and content of the current website.
• Editing and proofreading of the website content.

• Re-development of content for the website as per the advice from the mission.

• Prompt and Proper 24X7 Maintenance of website (onsite and offsite).

• Registered and online information database.

• Source code will be handed over to Mission, whenever requested.

Technical Proposal

i. Letter of Technical Proposal Submission.

ii. Submit at least 2 redesigned sample layouts of the homepage of the existing website pminewyork.gov.in, retaining the header and the footer.

iii. Profile and Track Record of the Agency. Portfolio of other web designing and building assignment(s) handled, if any.

iv. Defined deliverables have to be mentioned in the technical proposal with timelines.

v. Detail of the team proposed to be deployed to work with missions, with qualifications and experience of the team members must be provided.

vi. An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking).

vii. The above undertaking submitted by the agencies would be binding on the Agency.

vii. The Technical Proposal shall not include any financial information.

Interested companies/agencies will have to submit their bids in two parts: (i) Technical and (ii) Financial (two envelope bidding procedure). 70% weightage will be given to the technical parameters (part) of the bid and 30% weightage will be given to the financial part. For any queries or clarifications, please contact the Mission at the following address:

Permanent Mission of India to the UN
235 East 43rd Street
New York, NY 10017
Tel: (212) 490-9660 Ext. 205
Email: hoc.newyorkpmi@mea.gov.in

Last date for submission of bid is 25 March 2020