M A I T R E Y I   C O L L E G E
(U N I V E R S I T Y   O F   D E L H I)

**BAPU DHAM COMPLEX
CHANAKYA PURI
NEW DELHI - 110021**

Date : 16.08.2024

Sealed quotations are invited for the Startup Website Design and Development.

Sealed quotations are invited from the agencies/companies with expertise on web site design and development for designing the Startup Website with cyber security features as per the guidelines of Government of India. (Refer https://drive.google.com/file/d/15cUpOD66Rwp9ItGRxRDxgEz8hXePgtE4/view?usp=sharing)

The website designing and development should primarily be based on the following criteria:

1. Preparation of the website must be as per GOI Guidelines for website. It should support database driven approach and have dynamic web pages. The proposed website should also be easy to update without having to seek technical support from the web designer and also have capability of adding web content and pages as and when required.
2. The website should preferably be built on open source technologies like HTML5, PHP Code Igniter & Bootstrap framework.
3. Before finalizing the proposed site map and graphical layout of the website, the developer whose bid/ quotation is selected, would be required to carry out a detailed requirement analysis as per the requirement of the College. During this phase the functionality of different pages has to be defined in accordance with the College requirement. Based on the input from preceding phase, the developer will be required to submit at least three sample layouts for the website in the College. Development and launching of website would be carried out only after the sample layout is approved by the College.
4. The developer would provide training to the faculty/ students involved in activities of College E-cell for management of Administrative interface.

5. The developer would provide one year cost free technical maintenance of the website which essentially means rectification of errors and correction or addition of contents.

6. The quotation further warrants that the website or any associated portion of it should not contain any virus, worm, Trojan, horse routines, trap door, time bomb, or any other codes or instructions that may be used to modify the damage or disable the website or computer system.

7. The developer will not sublet the contract or part to any other agency/company /vendor.

8. The hosting charges for hosting the website on a server in India should be included, along with a provision of webspace of at least 5GB. Also, there should be a monitoring tool to track webspace usage.

9. Website needs to be designed with all dynamic features for up-gradation and prescribed web accessibility features as below:

a) Least site opening time.
b) Effective website navigation scheme.
c) Clean and Professional design.
d) Bilingual and mobile friendly.
e) Accessible for the differently abled persons.
f) Platform independent, i.e., compatible with all browsers like IE, Edge, Chrome, Netscape, Mozilla etc.
g) Dynamic modules connected to a dedicated CMS with service oriented architecture.
h) Support a fluid layout that automatically adjusts the page size to monitor resolution settings (1024 x 768 pixels or higher).

10. Our vision is to create a bespoke e-commerce website that caters to the unique needs and requirements of students' startups. Outlined below are the key requirements and features we aim to incorporate into the e-commerce website for startups:

a) Provide relevant information about the Entrepreneurship Cell so that the faculty members/students are well-informed about the policies and activities of the cell.

b) It should have a provision for at least the following links (with provision for sublinks wherever required):
   I.   About Meraki-The Entrepreneurship Cell
   II.   A separate page for each Startup
   III. A Feedback Form for Startups with disclaimer

c) Customized Design: Each startup page will feature a custom design that aligns with the brand identity, values, and target audience of the respective startup, ensuring a distinct and memorable online presence.

d) User-Friendly Interface: The website will be designed with a user-friendly interface, intuitive navigation, and smooth shopping experience to enhance customer engagement and retention.

e) Mobile Optimization: Ensuring mobile responsiveness and compatibility to cater to the increasing number of users who shop online using smartphones and tablets.

f) Flexible Payment Options: Integration of multiple payment gateways to offer customers a variety of secure payment options, including credit/debit cards, digital wallets, and more.

g) Product Catalog Management: A robust product management system that allows startups to easily add, edit, and update product listings, descriptions, images, and prices.

h) Order Tracking and Management: Features for customers to track their orders in real-time and for startups to manage orders, process shipments, and generate invoices seamlessly.

i) Customer Relationship Management: Implementation of customer relationship management tools to personalize customer interactions, manage inquiries, and build customer loyalty.

j) Product Recommendations and Cross-Selling: Utilizing algorithms to suggest relevant products, upsell items, and encourage cross-selling to increase average order value and enhance the shopping experience.

k) SEO Optimization: Implementing search engine optimization strategies to improve the website's visibility, attract organic traffic, and enhance search engine rankings for increased discoverability.

l) Analytics and Reporting:

I. Integration of analytics tools to set up e-commerce tracking for the college to monitor sales performance, track transactions, analyze revenue trends for each startup, and other key metrics with admin rights to the college for all startups. These could include metrics such as website traffic, conversion rate, average order value, customer acquisition cost, customer lifetime value, and more for each startup. These Key Performance Indicators will help the college to track the performance of each startup and make data-driven decisions. E-commerce tracking can help understand which products are selling well, which marketing channels are driving sales, and how customers are moving through the sales funnel.

II. Use tools like heatmaps, session recordings, and scroll maps to track user behavior on your website. By understanding how users interact with the site, where they spend the most time, and where they drop off, we can identify areas for improvement and optimize the user experience to increase conversions.

III. Create daily, weekly, or monthly reports to track the progress of each startup toward college goals, identify trends, and spot any issues that need attention.

IV. Visualizing data through graphs and charts can make it easier to understand and communicate insights.

V. Segment customer data based on demographics, behavior, or purchase history to better understand the target audience. This can help personalize marketing efforts, tailor product recommendations, and improve customer retention and loyalty.

m) Security Features: Incorporating robust security measures, SSL encryption, and compliance with data protection regulations to ensure secure transactions and protect customer data. Ensure that the site is compliant with data privacy regulations such as GDPR or CCPA when collecting and analyzing customer data. Protect customer information, obtain consent for data collection, and be transparent about how data is used to build trust with the customers.

n) Social Media Integration: Seamless integration with social media platforms to enable sharing of products, promotions, and user-generated content to boost brand visibility and engagement.

o) Scalability and Customization: Building scalable websites that can accommodate future growth, technological advancements, and evolving needs of startups, with the option for further customization and enhancements.

p) Customer Registration and Account Management: Encourage customers to create accounts on the website by offering benefits such as saved order history, quick checkout, and personalized recommendations. Provide an easy registration process and allow customers to update their profile information and preferences.

q) Disabled-friendly website:

I. Ensure accessibility for all users by making the website more inclusive for people with disabilities. Such as the use of clear and easy-to-read fonts with a minimum size of 12pt. Ensure sufficient color contrast between text and background for readability.

II. Provide alternatives for screen readers. Use descriptive alt text for all images to provide context for visually impaired users. Provide transcripts or captions for multimedia content like videos and podcasts.

III. Ensure that all form fields are properly labeled and easily identifiable. Provide clear instructions and error messages for users who may have difficulty completing forms.

IV. Ensure that all functionality can be accessed and operated using a keyboard alone. This is crucial for users who cannot use a mouse or touchpad.

V. Test the website on different browsers and assistive technologies to ensure compatibility.

VI. Consider using ARIA landmarks to improve navigation for screen reader users. Use headings, lists, and paragraphs to structure content logically.

VII. Use different visual cues such as icons or patterns for important information.

VIII. Gather feedback from users with disabilities to improve the accessibility of the website.

r) A bilingual website:

I. Provide clear and easily accessible options for users to select their preferred language (English or Hindi). This can be done through a language switcher button or dropdown menu prominently displayed on the website.

II. Consider using language-specific subdirectories or subdomains (e.g., /en/ for English and /hi/ for Hindi) to organize content and improve SEO for each language version of your website.

III. Ensure that all content on the website is accurately translated into the target language. This includes text, images, videos, forms, and any downloadable documents.

IV. Optimize the website for search engines in each language to improve visibility and reach. Translate meta tags, URLs, and keywords to attract users searching in different languages (English and Hindi).

V. Allow users to switch languages within the same page without losing their place or having to navigate back to the homepage.

VI. Test the layout and functionality in both languages to ensure consistency. Make sure that both language versions of the website are accessible to all users, including those with disabilities.

VII. Gather feedback to improve the overall user experience.

s) Customer review: To meet the requirement for including customer reviews on a website, it is essential to implement a user-friendly review system that allows customers to easily submit their feedback. This system should include features such as star ratings, written reviews, the option to include photos or videos, and provision to Respond to reviews. By implementing a robust review system and actively engaging with customer feedback, the website can enhance its reputation and build stronger relationships with its audience.

t) Refund Policy:
   I.   Clearly define the circumstances under which customers are eligible to request a refund for each product. This may include defective products, unsatisfactory services, or canceled orders.
   II.   Outline the steps that customers need to follow to request a refund, including the timeframe within which they must submit their request and any supporting documentation that may be required.
   III. Specify the methods through which refunds will be processed, such as crediting the original payment method, issuing store credit, or providing refunds via check.
   IV.   Clearly state any items or services that are non-refundable, such as digital downloads, personalized products, or services that have already been rendered.
   V.   Explain the policy regarding partial refunds, including situations where only a portion of the purchase price may be refunded. If applicable, provide information on who is responsible for covering the costs of return shipping for eligible refunds.
   VI.   Detail any exceptional circumstances that may impact the refund process, such as clearance items, pre-order products, or customized orders.
   VII. Reserve the right to update or modify the refund policy at any time and communicate these changes to customers.

   By clearly outlining these elements in the website's refund policy, businesses can establish trust with customers and mitigate misunderstandings or disputes regarding refund requests.

u) Contact information: Include clear instructions on how customers can contact your customer service team to initiate a refund request or seek clarification on the refund policy or reward system.

v) Reward System:
    I.   Establish clear rules and criteria for earning rewards. Define how customers can earn points or unlock rewards, as well as any limitations or restrictions that apply. Communicate the benefits of participating in the reward system, how rewards can be earned, and how they can be redeemed. Use engaging and visually appealing messaging to motivate customers to participate.
    II.   Tailor rewards and offers to individual customer preferences and behavior whenever possible. Personalized rewards can increase customer engagement and loyalty by making customers feel valued and understood.
    III.   Consider implementing a multi-tiered reward system that offers different levels of rewards based on customer engagement or spending levels. This can create a sense of progression and keep customers motivated to reach higher tiers.
    IV.   Encourage customers to engage with the reward system through gamification, challenges, or social sharing. Create a sense of fun and excitement around earning and redeeming rewards.
    V.   Regularly gather customer feedback about the reward system to identify areas for improvement and address any concerns or issues.

    By following these guidelines and customizing the reward system to fit business goals and target audiences, we can create a compelling incentive for customers to interact with your website, drive sales, and build long-term loyalty.

w) Chatbot: Here are some key requirements for a chatbot in an e-commerce setting:
    I.   The chatbot should be able to suggest products to customers based on their preferences, purchase history, and browsing behavior.
    II.   Users should be able to inquire about the status of their orders through the chatbot. Providing real-time updates on order status can help reduce customer inquiries to support teams.
    III.   The chatbot should be equipped to handle common customer queries and issues, such as returns, refunds, or product information.
    IV.   It should also seamlessly escalate more complex issues to human agents when necessary.

V. The chatbot should be able to personalize interactions with customers based on their past interactions and preferences. This can create a more engaging and tailored experience for users.

VI. For tasks like order updates or account information, the chatbot should have capabilities for user authentication to ensure data privacy and security.

VII. The chatbot should be able to gather feedback from users on their experience. It's important to track the performance of the chatbot, including metrics like user engagement, resolution rates, and customer satisfaction, to make data-driven improvements.

By meeting these requirements, a chatbot can significantly enhance the customer experience on an e-commerce website, improve operational efficiency, and drive sales growth.

x) Cancellation Policies:

I. Define a specific time frame during which customers can cancel their orders without incurring any penalties. This window could be within a few hours of placing the order or before the order has been processed for shipping.

II. Clearly outline the steps customers need to follow to cancel an order, such as contacting customer support, filling out a cancellation form, or using a self-service option on the website.

III. Specify how refunds will be processed for canceled orders. Will customers receive a full refund, store credit, or incur any fees for cancellation?

IV. Communicate the refund timeline and method of reimbursement (e.g., back to the original payment method).

V. Define any exceptions to the cancellation policy, such as customized or made-to-order items, perishable goods, or digital products that cannot be canceled once the order is placed.

VI. Communicate the order cancellation policy to customers during the checkout process, in the terms and conditions, and on the FAQ page of the website. Make sure it is easily accessible and transparent.

VII. Establish procedures for automatic order cancellations in cases where the customer fails to provide necessary information or payment within a specified period.

VIII. Specify how partial cancellations will be handled if a customer wants to cancel only part of their order. Will shipping costs be adjusted accordingly?

IX. Ensure that the order cancellation policy complies with relevant consumer protection laws and regulations in the jurisdiction. Make sure it does not include any unfair terms that could be deemed misleading or deceptive.

X. Educate customers about the order cancellation policy through confirmation emails, order updates, and customer service interactions. Encourage them to review the policy before making a purchase.

By implementing a comprehensive order cancellation policy that addresses these requirements, e-commerce websites can establish trust with customers, mitigate risks, and streamline the cancellation process for both parties.

y) Cart management:

I. Users should be able to easily add products to their cart with a single click. This functionality should also allow users to specify product variations such as size, color, quantity, etc.

II. Users should have the ability to view their cart at any time to see a summary of the products they have added, quantities, prices, and the total cost.

III. Users should be able to edit their cart by changing quantities, removing items, or updating product variations directly from the cart page.

IV. Providing an option for users to save their cart for future reference or purchase can be a convenient feature. This is especially useful for users who may not be ready to make a purchase immediately. The cart contents should be saved even if the user leaves the website and comes back later. This can be achieved through the use of cookies or user accounts.

V. Any changes made to the cart should be reflected in real-time, such as updating the total cost when a product is added or removed.

VI. If users access the website from multiple devices, the cart contents should sync seamlessly across all devices to provide a consistent shopping experience.

VII. Users should be able to apply promo codes or discounts to their cart to avail of any offers or promotions.

VIII. Allow users to proceed to checkout as a guest without requiring them to create an account. However, providing an option to create an account during the checkout process can enhance user experience for future purchases.

IX. Providing product recommendations based on the items in the user's cart can help boost sales and improve customer experience. Use clear call-to-action buttons for adding items, updating quantities, and proceeding to checkout to guide users through the cart management process.

X. Implement error handling mechanisms to notify users of any issues with adding products to the cart, updating quantities, or applying discounts.

XI. Ensure that sensitive information such as payment details is secure during the checkout process to build trust with users.

By meeting these requirements, an e-commerce website can provide users with a seamless and efficient cart management experience, ultimately leading to higher conversion rates and customer satisfaction.

we aim to deliver high-quality e-commerce website that empower startups to establish a strong online presence, attract customers, and drive business growth.

We are excited to create impactful digital solutions for startups seeking to thrive in the competitive e-commerce landscape.

Please note that:
1. All copyrights of the site and content will belong to the Maitreyi College.
2. Price should include the website hosting charges on a secure web server.
3. AMC charges after one year should be clearly quoted.
4. The quoted prices should be inclusive of GST.
5. The firm will be responsible for maintenance and smooth running of website for an initial period of 1 year. No extra charges will be paid for updating the website in this period of time.
6. The firm will take care of security aspects of the website; no extra payment will be made if the firm needs to update the website to enhance the security.
7. The offer should also include complete technical offerings for which the price is quoted.
8. The financial quotation must be valid for 180 days from the last date of quotation.

9. Besides the quotation, vendors are required to submit in detail the following documents:

a) The vendors must submit documentary evidence in support of their claim of having adequate capability, technical knowledge and experience of design and development of website.

b) The vendors should have completed/ maintained similar project(s) for website design and development for similar academic institutions in the last three financial years i.e. **(2021-22, 2022-23 and 2023-24).** The vendor is required to submit detailed report of similar work done with documentary proof, proof of payments and a satisfaction report from the organization.

c) The successful vendor shall give an undertaking for managing/ maintaining the website after launch of website for a period of one year.

d) The vendors should submit an undertaking to comply fully with the requirements for the project. **The project should be completed within two months of placing the order.** In case the vendor does not complete the project as per schedule, the College will be at liberty to levy a penalty of 1% of the total amount per week for delay in completion of the project.

e) Any dispute arising out of the deal shall be subject to the decision of the Principal, whose decision will be final and binding on the firm. Settlement of all disputes will be made within the jurisdiction of Delhi.

f) The College reserves the right to accept or reject any or all quotation without assigning any reason and does not bind itself to accept the lowest quotation.

g) Mentioning of GST/TIN/PAN is mandatory, as per Govt. policy.

h) The rates shall be quoted in Indian Rupees only.

i) The full and final payment will be made to the firm at any Bank Account maintained in India by way of NEFT/RTGS after statutory deductions as per applicable laws. No advance payment will be made in any circumstances.

A pre-bid meeting will be held in the college premises on Wednesday, the 21st August, 2024 at 11.30 am in the College premises. The prospective bidders may attend this meeting to seek clarifications about the terms and conditions for the project.

ANNEXURE-I

QUOTATION ACCEPTANCE LETTER
(To be given on Company Letter Head)

To,
The Principal
Maitreyi College,
Bapu Dham Complex,
Chanakyapuri,
New Delhi-110021
Sub: Acceptance of Terms & Condition of Bid.

Quotation Reference No:_____

Name of Bid Work:- Design and development of the Startup Website as per Quotation Documents of Maitreyi College, Bapu Dham Complex, Chanakyapuri, New Delhi-110021 as per description:

Dear Sir,

1. I/We have downloaded/obtained the Bid document(s) for the above mentioned 'Bid/Work' from the web site(s) namely:

    _____

    As per your advertisement, given in the above mentioned website(s).

2. I/We hereby certify that I/we have read the entire terms and conditions of the Bid documents from Page No. _____ to _____ (including all documents like annexure(s), schedule(s), etc.,), which form part of the contract agreement and I/we shall abide hereby by the terms / conditions/ clauses contained therein.

3. The corrigendum(s) issued from time to time by your department / organization would also be taken into consideration, while submitting this acceptance letter.

4. I/we hereby unconditionally accept the Bid conditions of above mentioned Bid document(s)/corrigendum(s) in its totality/entirely.

5. I/we do hereby declare that our firm has not been blacklisted/debarred by any Govt. Department/Public Sector undertaking.

6. I/we certify that all information furnished by our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/organization shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

ANNEXURE-II : BIDDER INFORMATION

1. Name of the Bidding firm	
2. Full address & Contact details of the firm	
3. Name of the Authorized signatory for this Bid	
4. Bidder's proposal number and date Shall be made regarding this Bid	
a. Telephone	
b. Fax no.	
c. Email	
d. Mobile	
e. Company GST Number	
f. Company Pan Number	
Signature of the Authorized signatory	
Name	
Designation	
Date	
Photo of Authorized Person	
Company seal	

ANNEXURE-III

MAITREYI COLLEGE
(UNIVERSITY OF DELHI)
Maitreyi College, Chanakyapuri, New Delhi – 110021.

CHECK-LIST FOR PRE-QUALIFICATION BID FOR DESIGN AND DEVELOPMENT OF THE STARTUP WEBSITE (LEVEL-1)

S. No.	Documents required for	Submitted Documents (Yes or No)
1.	Bid Security (EMD) of Rs.25,000/- in the form of Account Payee Cheque/Bank Guarantee in favour of (Principal, MAITREYI COLLEGE), valid for 60 days beyond the Tender validity period.	
2.	One self-attested recent passport size photograph of the Authorized person of the firm/agency, with name, designation, address and office telephone numbers. If the bidder is a partnership firm, name designation, address and office telephone numbers of Directors/Partners also.	
3.	Self-attested copy of the PAN card issued by the Income Tax Dept.	
4.	Self-attested copy of GST Registration No.	
5.	Self-attested copy of valid Registration number of the firm/agency.	
6.	Proof of Experience of last three financial years alongwith satisfactory performance certificates from atleast three different concerned employers.	
7.	Annual I.T. Returns of previous three years supported by audited balance sheet.	
8..	Self-attested copy of Aadhaar card	
9.	Other documents, if any.	

Note : Bidders who submit the all above documents will be eligible to participate in LEVAL-2 of Evaluation Criteria of Technical Bid.

(Signature of the Bidder)
Name and Address (with seal)

Technical bids will be evaluated on the basis of following criteria:
<u>**Metrics for Evaluation of Technical Bids of Startup Website Vendors as per Annexure-IV(LEVEL-2)**</u>

S.No	Technical Metric	Options	Points
1.	Vendor's experience of developing websites for educational institutions (**Maximum 10 marks**)	Institutes with NIRF ranking (1-50)/NAAC Grade A,A++/ All India Ranking 1-50 (**10 marks**).	10
		Colleges of University of Delhi (**08 marks**)	
		Private Universities (**07 marks**)	
		Schools (**05 marks**)	
		No experience (**03 marks**)	
2.	Geographical proximity of the registered office of the firm to the college. (**Maximum 10 marks**)	Delhi NCR (**10 marks**)	10
		Not in Delhi NCR (**05 marks**)	
3.	Demonstration of Understanding the Scope of Work & Execution Plan through PPT (Power Point Presentation) (**PPT may also include live demo of functioning of current website designed and managed by the firm**) in the College premises on **18.09.2024 at 11.30 a.m.** The hard copy of the same to be submitted before presentation on the same day.	• Speed of server where the website is going to be hosted along with the specifications and expected access time. Arrange in the order of speed of server (**20 marks**). • Appearance of website. (**20 marks**). • Website functionality/features supported/User friendliness with the component of novelty. (**25 marks**). • Vendor should submit at least three client testimonials/ satisfactory certificates for the last three financial years from different employers with contact details. In case the vendor has completed similar work at one place only than he can submit the testimonials for the last three financial years (**15 marks**).	80
	Total		**100**

<u>**EVALUATION CRITERIA OF FINANCIAL BID (LEVEL-3)**</u>
The Financial bids will be considered of all those successful bidders who secure at least 75% marks in above Evaluation Criteria i.e. in LEVEL-2. The decision of the Screening Committee constituted by the College for the evaluation of the tender will be final and binding on all bidders.

(Signature of the Bidder)
Name and Address (with seal)   Contd…p/17….

ANNEXURE-V
(ON COMPANY'S LETTER HEAD ONLY)

Rates of design and development of the Startup Website should be quoted in financial bid as per the proforma given below as Annexure-IV.

S.No.	Particulars	Amount in Rupees (Including all Taxes)
1.	**Design and development of the Startup Website as per Quotation Documents**	

ANNEXURE-VI
(ON COMPANY'S LETTER HEAD ONLY)

The AMC charges for maintenance of Startup Website after the one-year free warranty support should also be clearly mentioned in the bid as per Annexure-V.

S.No.	Particulars	Amount in Rupees (Including all Taxes)
1.	**Yearly AMC charges after expiry of One Year for maintenance of the Startup Website as per quotations documents.**	

1. The rates shall be quoted in Indian Rupee only.
2. The rates shall be inclusive of all taxes and duties. Any subsequent revision in the statutory taxes, fees, etc. shall be the responsibility of the Bidder.
3. The quoted rates shall remain same throughout the tenure of the contract and no revision is permissible for any reason.

Signature & Seal of the Bidder

OTHER TERMS AND CONDITIONS

Earnest Money Deposit of Rs.25,000/- (Twenty-Five Thousand Only) in the form of Bank Draft from the any Nationalized Bank in favour of Principal Maitreyi College. Bidders are required to mention the details of EMD in the quotation letter.

1. The payment will be made to the firm at any Bank Account maintained in India by way of NEFT/RTGS after statutory deduction as applicable laws.
2. The College may accept or reject any or all quotations in part or in full without assigning any reason and does not bind itself to accept the lowest quotations.
3. **Payment terms:- Full and final payment will only be made after successful completion of work and on submission of working satisfactory report for the same and no advance payment will be given in any circumstances.**
4. All the vendors are requested to quote the rates for complete work of Startup Website.

After completion of work the quality of website should be of good and according to the College specification/terms and conditions and rules and regulations of GOI. However, if it is found that the quality is of sub-standard or not according to our specification, the Principal/ Committee may impose a fine and /or the payment may be withheld fully or partly and /or the order will be treated as cancelled. The decision of the Principal/Committee in this regard shall be final and binding on the firm.

The sealed quotations superscribed as "QUOTATION FOR DESIGN AND DEVELOPMENT OF THE STARTUP WEBSITE' must reach the College on or before 11.09.2024 up to 5.30 p.m.

The vendors are requested to read the quotation document carefully and ensure compliance with all specification/instructions herein. Non-compliance of any specifications/instructions in this regard may disqualify the quotation.

Prof. Haritma Chopra
Principal