

The Kerala Ceramics Ltd

"Notice Inviting Tender"

For

**Contract for Revamping and Re-designing of official
website**

**The Kerala Ceramics Ltd Tender No.
16/P&S/660D/21-22
Dated: 11/06/2021**

Kundara, Kollam Dist, Kerala

Tel: 0474-2522248, 2522252, 2522448

**The Kerala Ceramics Ltd.
Kundara, Kollam Dist,
Kerala-691501**

NOTICE INVITING TENDER

The Kerala Ceramics Ltd (TKCL), a company owned by Government of Kerala, invites sealed bids for Revamping and Re-designing of official website of TKCL. This is one time job.

A. General:

**1. Tender Document can be downloaded from the website
(www.keralaceramics.com)**

2. Details of Bid: -

- | | |
|---|--|
| a) Bid Reference | : |
| b) Last date & time of receipt of bid | : 28.06.2021 at 3.00 PM |
| c) Bid opening date and time. | : 29.06.2021 at 10.00 AM |
| d) Place of receiving the bid/
communication | : The Kerala Ceramics Ltd,
Kundara, Kollam Dist, (Kerala) |
| e) EMD
(DD/ Bankers Cheque) | : Rs. 5, 000/- |
| h) Contact Person | : Mr. Hareendrakrishnan.G
Ph: 9847100661 |
| i) For Any Technical Enquiry | : Mr. Sunil George
Ph.8547850500 |

3. Eligibility / Qualification Criteria:

- a) The bidder shall preferably be registered by Government Department / organization / Society (registered under established relevant central Acts) or those who have served in any Government Department / organization.
- b) The bidder shall have 2 years' experience, preferably in website creation / designing development, maintenance & other related matters as given below:
 - i. Developed should have at least one portal of similar nature, of More than 20 pages of static content and database driven dynamic content / interactive content.
 - ii. Domain knowledge of the Industries sector is preferable.
- c) *The bidder shall have to provide services required at Kundara, (Kollam) and Thiruvananthapuram.*
- e) The firm may enclose sufficient documents regarding their experience in execution of work order, specifically maintenance/ creation of websites in different modes.

f) *All GST registered bidders must enclose copy of GST registration certificate along with the tender documents*

4. Period of validity of bid:

The bid shall remain valid for 60 days after the date of bid opening. If any bidder withdraws his tender before the said period shall -without prejudice to any other right or remedy, be at liberty to forfeit the EMD.

5. Earnest Money Deposit (EMD)

EMD of Rs. 5,000/- should be given by way of demand draft / pay order/ Scheduled Bank drawn in favour of THE KERALA CERAMICS LTD, payable at Kundara. Tenders submitted without EMD will not be considered. The EMD of unsuccessful firms will be released after the award of the tender. The EMD of successful firm will be released one month after successful implementation of the website redesign and development project. The EMD will be forfeited to the TKCLs Accounts if the bidder withdraws the tender or fails to execute the work undertaken.

6. Submission of Bids:

The envelope containing bid documents shall be super scribed with the name of work and the words "Revamping and Re-designing of website" in capital letters. The bidder should specifically provide full technical details of the service offered and as also financial bid including pay order for Rs 5,000/- towards EMD.

7. Opening of Bids:

a) The purchaser will open the bids on prescheduled time, date and venue in the presence of the bidders' representatives who choose to attend.

In the event of the specific bid opening being declared a holiday for the purchaser, the bid shall be opened at the same time and location on the next working day.

b) The bidders' names, bid withdrawals, presence of bid security and such other details as the Purchaser at his discretion may consider appropriate will be announced at the bid opening.

8. Clarification of Bids:

To assist the examination, evaluation and comparison of bids the Purchaser with the help of consultant may at its discretion, ask the bidder for clarification of its bid. The request for clarification and the response shall be in writing and no change in price or substance of the bid shall be sought, offered or permitted.

9. Evaluation of Bids:

a) The Purchaser will examine the bids to determine whether:

- i. They are complete
- ii. Required EMDs etc have been furnished,
- iii. The documents have been properly signed; and
- iv. Documents in support of experience.

b) Evaluation of bids shall be done based on the information furnished by the bidder. The conformity of the bids to the technical specifications and commercial terms and conditions shall be examined. Responsiveness of the bid shall be determined based on the technical and financial capability of the bidder to execute the contract.

c) The Purchaser will examine the bids to determine:

i. The correctness of the information furnished by the bidder in its bid. In case any information is found to be incorrect/false, the bid shall be considered as non-responsive.

ii. The substantial responsiveness of each bid to the bidding. For purposes of these clauses, a substantially responsive bid is one, which conforms to all technical specifications and terms and conditions of the bidding documents without material or commercial deviations. The purchaser's determination of a bid's responsiveness is to be based on the contents of the bid itself without recourse to extrinsic evidence.

iii. Arithmetic errors will be rectified on the following basis:

If there is a discrepancy between the unit price and the total price, which is obtained by multiplying the unit price with quantity, the unit price shall prevail and the total price shall be corrected unless it is a lower figure. If the supplier does not accept the correction of errors, its bid will be rejected. If there is a discrepancy between words and figures, the amount whichever is lower will prevail.

iv. Purchaser may contact and verify bidder's information, references and data submitted in the bid without further reference to bidders.

v. Purchaser reserves the right to use and interpret the bids as it may, in its discretion, consider appropriate, when selecting bidders for granting of the letter of intent/ Notification of Award of contract.

vi. Purchaser may waive off any minor infirmity or non-conformity or irregularity in a bid, which does not constitute a material deviation, provided such a waiving, does not prejudice or affect the relative ranking of any bidder.

vii. The purchaser may seek clarification in writing from bidder by email. Bidder shall reply by email within the time limit specified in the clarification letter from the purchaser.

viii. The comparison shall be of total price of the services offered inclusive of all taxes.

10. Purchaser's right to accept or reject any or all bids:

a) The Purchaser reserves the right to accept or reject any bids and to 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 grounds for the Purchaser's action.

b) The acceptance of tender, will rest with TKCL who does not bind itself to accept the lowest bid and reserves himself the right to reject any or all the tenders received without the assignment of any reason. All the bids in which any of the prescribed conditions are not fulfilled or are incomplete in any respect are liable to be rejected.

c) The TKCL does not bind itself to accept the lowest or any tender and reserve to itself the right of accepting the whole or any part of tender and bidder shall be bound to perform the same at the rate quoted.

d) Canvassing in connection with tenders is illegal & strictly prohibited and the tenders submitted by the bidders, who resort to canvassing, will be rejected.

11. Prices:

Price charged by the bidder for any goods and services under the Contract shall not vary from the prices quoted by the Supplier in its bid.

12. Termination by default:

a) The Purchaser may, without prejudice to any other remedy for breach of Contract, by written notice of default sent to Supplier, terminate the Contract in whole or part:

i). If the Supplier fails to provide services/rectify the fault within the time period specified in the Contract or any extension thereof granted by the Purchaser,

ii) If the Supplier fails to perform any other obligation(s) under the Contract.

b) In the event the Purchaser terminates the Contract in whole or in part, pursuant to Para 11 above, the Purchaser may procure, upon such terms and in such manner, as it deem appropriate, goods similar to those undelivered for any excess costs for such similar goods/services. However, the Supplier shall continue the performance of the Contract to the extent not terminated.

13. Resolution of Disputes:

a) The Purchaser and the Supplier shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Contract.

b) If, after thirty (30) days from the commencement of such informal negotiations, the Purchaser and the Supplier have been unable to resolve amicably a Contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified in the Special Conditions of Contract. These mechanisms may include, but are not limited to, conciliation mediated by MD of TKCL. The mechanism shall be specified in the Special Condition of Contract.

14. Applicable Law:

The Contract shall be interpreted in accordance with the laws of the Union of India & will be under the jurisdiction of court in Kollam.

15. Notices

a) Any notices given by one party to the other pursuant to the Contract shall be sent in writing or by email and confirmed in writing to the address specified for that purpose in the Special Conditions of Contract.

b) A notice shall be effective when delivered or on the notice's effective date, whichever is later.

16. Taxes and Duties

Vendor shall be entirely responsible for all taxes, duties, license fees, etc, incurred until delivery of the Contracted Goods & services to the Purchaser. No tax or duty will be payable by the purchaser. If there is any enhancement in the taxes, duties, license fees etc, during the service period, the enhanced expenditure will be paid by the purchaser.

17. General

The following Special Conditions of Contract shall supplement the General Conditions of Contract, whenever there is conflict provisions herein shall prevail over those in the General Conditions of Contract.

- i. The design consideration for the website should result in an eye-catching website, with a pleasant and appealing color-code portraying activities of the TKCL.
- ii. The website should be optimized for load time, response time. Navigation and search.
- iii. The optimization should cover all the areas like HTML, CSS, GRAPHICS, PDF and would be involved smaller page size and faster downloads.
- iv. The website should be supported by all current browsers.
- v. Modification of Site Map as and when required.

18. PAYMENT AND DELIVERY TERMS

- (i) The work shall be completed in EIGHT weeks from the date of issue of work order.
- (ii) TKCL will not be liable for any cost incurred by the respondents in preparing responses to this tender or negotiations associated with award of a contract.
- (iii) The successful Bidder/ firm shall make a presentation after first two weeks from issue of work order and thereafter a weekly presentation of completed pages.
- (iv) The firm shall obtain approval of each page by the duly constituted committee during the designing work in progress.
- (v) 90% of the payment to the Contractor under the Contract will be made on satisfactory completion of assigned task, hosting in third party servers and acceptance by empowered committee.
- (vi) Balance 10% payment shall be made within 180 days after ensuring successful running of portal
- (vii) TDS shall be recovered as per the rules in force.
- (viii) TKCL shall reserve the right to recover any dues payable to the Company from the EMD

or any other dues payable to the successful bidders.

TERMS AND CONDITIONS:

TECHNICAL: Scope of Work

Detailed Scope of work:

- 1) Design, Development, Implementation, Training and Maintenance of Customized Web Based application/portal solutions/ Web designing. Indicative activities include of the existing website.

Phase 1: Analysis

- a. Finalizing the detailed list of activities, scope and duration of each of the activity and detailed project plan.
- b. Detailed discussions with concerned stakeholders to understand the overall objectives of the assignment.
- c. Finalization of Project Objectives/Requirements.
- d. Submission of detailed Project Proposal / Plan.
- e. Signoff on detailed project plan, activities, timelines etc .

Phase 2: Design

- a. Detailed Requirement gathering and analysis.
- b. Study and analysis of existing /Similar website and include best practices in Draft design.
- c. Detailed High level and Low level application designs.
- d. Information Integration and Consolidation.
- e. Client Sign - off for Requirement Analysis.
- f. Preparation of Content Structure/ Information Architecture for the website.
- g. Vendor shall develop appropriate screen layouts and templates for the user Feedback.
- h. Approval of prototype (design interface) developed by vendor
- i. Coordination and collection of required content from the concerned person.
- j. Approval on the content gathered by the client department

Phase 3: Develop

- a. Coding / Temporary Demo server
- b. Content Population and content management system
- c. Provide front-end user interface that allows a user, even with limited expertise, to add, modify and remove content from a Web site
- d. Application Development and Unit Testing, Integration Testing, System Testing and Functional Testing
- e. Testing of developed website based upon
 - a. Compliance to applicable guidelines
 - b. Assess the user objective achievement etc
- f. Modification based upon user feedback
- g. Uploading the website to the newly purchased space in third party webserver and making the website live.

Phase 4: Operation and Maintenance support

- a. Identify and execute training requirements for successful execution of project

- b. Creations of necessary documents and User Manual for training
- c. Support in handover of website to user department
- d. Support on Training/ Demo on need basis
- e. Warranty Maintenance & Tech support: One year technical support The bidder shall provide one-year on-site technical support to address, analyze and fix any technical glitches within the existing features. The scope of technical support includes rectification of errors within the already developed solution.

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

Design and Development of Web application Devices having capability to connect directly to Service Provider's central system through laptops, handheld devices, mobile etc used for financial inclusion at grassroots level.

Application should have:

- i. Have standard interface capabilities (standards like ISO, XML, web services).
- ii. Multiple backend systems interfacing capabilities.
- iii. Capability of integration with the GoK Portal in future.

Web Development Standards:

The web site should be developed with the latest technology, using up-to-date and well established development tools and software. The development approach should conform to the best practices in the web site development and maintenance industry.

Generally it should ensure the following:

- Adherence to commonly accepted standards and practices.
- Using latest web website design technologies
- Acceptability on all current user technology platforms; browsers, operating systems, client systems

Hosting Environment

The present website is hosted in shared CDIT Server. The website developed by the bidder must be compatible to the present configuration. The bidder should submit the detailed list of Hardware and software requirement. The website is to be developed on Windows Platform and uploaded on CDIT/SDC/Third Party web server. At present about 8 static HTML pages which may in future go up to 15 to 20 static / dynamic web pages.

Successful bidder have to provide technical support to TKCL for purchasing required space in reliable web servers and renewing domain registration.

Main objectives: The main objectives for the web site are:

- ♣ To adhere to the guidelines of Government of India and Government of Kerala websites
- ♣ To adhere to all the standards of content writing
- ♣ To have bilingual (English and Malayalam) content.
- ♣ To maintain the website up-to-date with ease.
- ♣ Protect website from cyber-attacks.

Website Goals:

TKCL intends to utilize the web site to meet several objectives, as reflected in the following list of support facilities:

- To develop the web site as a resource site for information for public and stake holders and fully integrate web site with TKCL's business and strategic objectives.
 - To improve TKCL's web site look & feel
 - Provide up to date information on all projects, events, job openings etc.
 - Provide stakeholder feedback forms, enquiry forms, vendor registration etc.
- Maintained with ease so that only up-to-date information is available at any point in time.
-

Search Engine Optimization

This feature should ensure that website is registered in Public Search Engines on appropriate keywords and is displaying the correct information in search description. Following is to ensure appropriate search engine results:

- a. Integrate Page title, Meta description & Meta keywords for all web pages.
- b. Sitemap xml creation
- c. Robot.txt file creation
- d. The website should support automated search engine submission
- e. Manually submit website to top 3 search engines including Google, Bing & Yahoo
- f. Create a Site Index to maximize search engine positioning for the website.

The major responsibilities of the bidder shall include:

- a. Designing of at least three alternate websites (home page and two inner pages) as per TKCL requirements. TKCL will select the alternative or a mix of samples which will then be used for further development of the website.
- b. Development of the website as per TKCL requirements. c) Uploading of the website on TKCL hosting server. The successful bidder shall be responsible of all co-ordination and logistics with Server Provider for uploading including security clearances etc.
- c. On-Site Comprehensive Maintenance of the website for a period of One year from the date of successful commissioning and acceptance. a. Note: i. Maintenance will cover minor modifications in the successfully accepted website. ii. Any new additions shall be payable by TKCL on pro-rata basis as per the quoted prices by the bidder in their price schedule.
- d. Providing a Content Management Interface to TKCL for routine maintenance.
- e. In addition following services are to be provided:
 - i. Re-designing the website including new home page making it easy to understand and navigate. Front-end website shall be designed and developed in a visually rich and appealing format.
 - ii. Advise, design and develop a page layout on the best theme that is suitable for TKCL, the look and feel of the same to be used throughout the site as required by TKCL
 - iii. Design the navigation scheme in co-ordination with TKCL with minimum clicks/ depth.
 - iv. Edit, optimize and incorporate content in the form of text, photographs, images and videos etc provided by TKCL into the website. Content in addition to available on existing web site should be collected from Company and compiled to electronic form in consultation with user departments in company.
 - v. Optimize the website for search engine positioning using keywords relevant to TKCL stakeholders including present and prospective customers.
 - vi. The standard page designs will include a Home Page, Sub-Heading (Topic heading) page, a "standard" page for display of content, and a Gallery

page. Additional page designs may be included as needed based on themes introduced in template designs, including the Enquiry/ Contact Form, Site Map, and Vendor registration.

- vii. Visitor enquiries should be
- viii. Buttons and navigation graphics will be standardized for all pages, where appropriate for the design.
- ix. Internet interface pages ("Web page interface") for management permitting management of page contents from any web browser without programming.
- x. All pages will be indexed for full-text searches to the Search Results page.
- xi. Provide technical support after the website is online.
- xii. Data migration from existing system to new system.
- xiii. Site should be search engine friendly.
- xiv. Site should be in English & Malayalam language.
- xv. Managing and maintaining the system during the period of the contract.
- xvi. Migration of existing content to new design and structure in both Malayalam and English.
- xvii. Tenders Notices • This should help user department in publishing Tender Notices, Tender Documents and related corrigendum on the website. • This should allow Administrator or authorized staff to Add/Edit/Delete Notices for Tenders • Tenders should have expiry date and after expiry date it shall move to archives. • Shall also allow Admin or Authorized staff to add documents to existing Tenders.
- xviii. Employment/Vacancy/Recruitment Notices
 - a. To Publish Employment Notices on the website.
 - b. Administrator should be able to View/Add/Edit/Delete notices by adding Title and Details .
- xix. Content Integration

The content of the existing website shall be integrated to newly designed website. It should integrate the existing site content into the new website structure and should get approved from user's assigned representative to ensure correctness.
- xx. Enquiry Management
 - a. This shall be interactive and shall help user department in collecting enquiry/feedback from website visitors.
 - b. To develop an online form for collecting enquiry/feedback from website visitors.
 - c. The feedback can be a general feedback, feedback on content and department/section specific feedback.
 - d. All the feedback data should be emailed to the designated officer's email ID.
 - e. A copy of all the feedbacks received should be stored in Website Database on the server for subsequent review by the administrator
 - f. Create a Contact Us page incorporating a form.

Assumptions & Dependencies

- a. Content (in English) shall be provided by TKCL. As far as possible the same will be in electronic form, however if required the agency will have to convert physical formats to electronic formats.
- b. Conversion of content (English to Malayalam) shall be bidder's responsibility

Service Warranty

The bidder should cover services provided including the quality of workmanship under warranty.

Note: - The Office of The Kerala Ceramics Ltd (TKCL) will have the right to accept or reject any or all bids received at their absolute discretion without assigning any reasons what so ever.

Annexure I: CHECK LIST

Tender are invited from only those firms which follow the following conditions: -

1. Firm must have an Office in Kerala.
2. Firm must have at least Two years' experience in maintenance of Official Website in Govt. Department /PSU

Annexure II: FORMAT FOR SUBMITTING COMMERCIAL AND TECHNICAL DETAILS

1	Name of the Bidder	
2	Address of the Bidder, including Contact Person, Designation, address, telephone number, email and website.	
3	EMD Amount remitted and (pay order/DD) Number	
4	Registration or Incorporation Certificate	
5	GST registration Number	
6	Income Tax PAN Number	
7	Details of websites developed by bidder of similar nature, of more than 20 pages of static content and database driven dynamic content (url to be listed with Work order copies of previous works)	
8	Your Technical Proposal for effective fulfillment of Scope of Work and Technical Specifications	

Annexure III: FORMAT FOR SUBMITTING THE FINANCIAL

S.NO	DESCRIPTION OF JOB	UNIT	AMOUNT	TAXES	REMARKS
1.	Revamping & Re-designing of Website	LS			

NOTE: -

The comparison of the financial bid shall be strictly followed as per the total price (exclusive of taxes etc) quoted by the bidder.

Signature: -

Name of the Authorized signatory: -

Designation: -

Office Seal: -

S/d

Deputy Manager (Commercial)
The Kerala Ceramics Ltd