## NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

**(A Statutory Authority under Government of West Bengal)**
**3, Major Arterial Road • New Town • Kolkata – 700156**
**Ph. No. (033) 2324-2148 Ext. 262 Email Id: ao1@nkda.in**

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**Memo No. 1965/NKDA/Admn–815/2018**                    **Date: 23.04.2018**

### NOTICE INVITING e-TENDER
### Notice Inviting e-Tender No. 09/NKDA/ADMN/2018 (3rd)

Administrative Officer, New Town Kolkata Development Authority (NKDA) invites a Tender from resourceful, bonafide and reputed companies having experience in different Government/Private Sectors for design, develop, migration of exiting database & maintaining Social Networking website namely 'New Town City network' for New Town Kolkata Development Authority.

(Submission of Bid through online)

| Sl. No. | Name of the Work | Earnest Money (Rs.) | Period of Completion |
|---------|------------------|---------------------|----------------------|
| 1 | Design, Develop, Migration of existing Database & Maintaining Social Networking Website & Mobile App namely 'New Town City Network' for New Town Kolkata Development Authority | Rs.15,000/- (Rupees Fifteen Thousand only) | 15 months |

1. All the Bidder shall have to submit **Earnest Money of Rs. 15,000/- (Rupees Fifty Thousand only)** and necessary Earnest Money shall have to be deposited by the Bidder through the following Payment modes as per the Finance Department Oder No. 3975-F(Y) sated 28th July, 2016

   (i) **Net Banking** (any of the Bank listed in the ICICI Bank Payment Gateway) in case of payment through ICICI Bank Payment Gateway.

   (ii) **RTGS/NEFT** in case of Offline Payment through Bank Account in any Bank. The EMD shall be deposited in favour of **"New Town Kolkata Development Authority"** payable at **"Kolkata"**

   The Clause (1) and (7) to be read accordingly.  No hard copy of EMD will be allowed to participate in the Bidding Process.

2. Both **Technical Bid** and **Financial Bid** are to be submitted concurrently duly digitally signed in the website http://wbtender.gov.in

3. Tender documents may be downloaded from website and submission of Technical Bid and Financial Bid will be done as per Time Schedule.

4. The **FINANCIAL OFFER** of the prospective qualified tenderer(s) will be considered only if the **TECHNICAL BID** of the tenderer(s) is found qualified by competent authority of New Town Kolkata Development Authority. The decision of the competent authority of New Town Kolkata Development Authority will be final and absolute in this respect. The list of Qualified Bidders will be displayed in the website.

5. **Scope of Work:**
   A dynamic website should be developed for the authority keeping in consideration the vital components related to the day to day functions, updates, information, news releases etc. The selected bidder should assess the exact requirement and design& develop a comprehensive website for NKDA. Regarding the Mobile App (hybrid technology) functional requirement and scope is same as per proposed website.

   The major component of the scope includes:
   1. Study, Design & Development of the said website.

2. Training and Handholding.
3. Security Audit of the website.
4. Hosting in State Data Centre.
5. Annual Maintenance.
6. Social Media Management.

### 5.1. Study, Design and Development of Social Networking Website and Mobile App.

The selected bidder should study, assess and visualize the exact requirement at the time of preparation of Software Requirement specification. Content Management System (CMS) is envisaged, allowing the administrators to dynamically update the individual content elements/sections/forms/formats/notices etc. that change regularly, without the constant need of a programmer/developer. The CMS should offer easy administration of NKDA, simply requiring nominated and authorized Users to log-on to a secure area of this Application and complete simple web forms and upload to the centrally controlled database, so that the changes are reflected throughout the Application pages/sections, as applicable. The formats for various reports/notices and other communications like messages can also be designed through this module and uploaded on proposed website. The Development should be done after the consent taken from NKDA authority.

CMS (Content Management System) dashboard will act as a Control panel which will be use for administrative purpose with respect to all sub-modules.

The Website should be developed and equipped with interactive & effective features like:

- It should have a dynamic Content Management System (CMS). CMS should be capable of catering multiple users with configurable user access rights. Workflow based lifecycle from content creation to review and approval, and finally publishing of the content, as per Access Control to Users and Groups.

- Website design should be responsive and optimized for mobile users. It should enable ease of configuration and changes to existing GUIs, and support the introduction of new screens in mobile.

- Focus should be primarily on making the mobile interface intuitive and interactive for better reach.

- The website should be Bold, Confident & Active

- As and when required, the bidder will be asked to change content on the portal.

- OTP based verification system.

- The website should also cater adequate functionalities so that the end user targeted to visit the site should be able to get and give all vital information whenever required. The major functionalities include:

**Citizens of New Town Kolkata**: Website should be focused on targeting the Citizens of New Town Kolkata to connect with city administration.

**Mobile First**: It should be primarily on making the mobile interface intuitive and interactive. Any approved user can quickly and easily publish online with or without complicated software or programming. The administrators should dynamically update the individual content elements/sections/forms/formats/notices etc. that change regularly.

**Scalable & Secure**: Website should be scalable and expected to increase capacity to handle greater amounts of load as well as to provide a secure mechanism to prevent from Hacking & Data Security.

**Bandwidth Efficient:** Various bandwidth efficient techniques should be adopted in order to optimize the bandwidth usages. The optimized use of bandwidth so that the maximum amount of data can be transmitted with the fewest transmission errors.

**Consistent brand and navigation:** Design templates should be provided for consistent brand

and standard navigation across all Web pages

**Workflow management:** An integrated workflow process should be facilitated for better content management

**Flexibility for content developers:** Should enable non-technical users to easily publish content

**Database-driven:** Data should be changed once to be updated throughout the site

**Shared resources:** CMS should centralize and share all content so that each user should access shared resources such as images, files, audio, video, modules, etc., when needed to achieve ultimate collaboration.

**Approval systems:** Different levels of access should be given to different users, and the Content MS has mechanisms to ensure content is approved before going live.

**Archive capabilities –** Any changes should be tracked

**Updates:** Allows alerts to be set to notify the editor when content should get reviewed, updated or removed. This should help prevent old data from being presented and misinforming users

**Search Engine Optimization :** Should optimize the website so that search engine users should easily find information; Keyword research, keyword to page mapping, on-page optimization, meta definition should be embedded in the website to improve the website's visibility in popular search engines via organic (natural) search results.

**Browser Compatibility:** Website should be compatible with popular browsers and operating system.

**Checklist:** There should be well defined checklist which should be taken care of during the development and execution of the system.

(a) Design Factors
   - Standard user friendly theme.
   - CSS layout design for hyperlinks
   - Provide meaningful title text
   - Provide meaningful alternative text for image
   - Use external links for scripts and CSS
   - Use keywords or meaningful words on the links
   - keep all style and script tag at the bottom of the page

(b) Naming Convention
   - Meaningful URL (NKDA will provide the  URL).
   - Anchor links standardization.
   - Use dashes instead of underscores
   - Naming of files & folders related to the keyword of the site

(c) Database Migration
   - Exiting database of www.newtownconnect.in  to be migrated in the new website.
   - After migration of data no data loss will be allowed.

(d) Site Activity
   - Site functionality checking to ensure its working flawless
   - Review and update the page with relevant information
   - Check for broken link

(e) User role:  The brief role and functionality of website as follows. Detailed scope to be collected at the time of requirement analysis & preparation of SRS.
   - External users.
     - Register profile.
     - OTP verification.

- Detailed profile for respective users (Avtar, profile theme, profile details).
- User can upload file, photo and photo album.
- Group, blog, page, friends.
- Event calendar.
- Chat with friends.
- Site activity.
- Like, Comments
- Update profile.
- Grievance submission, close, reopen.
  - Departmental users.
    - Register profile.
    - OTP verification.
    - Detailed profile for respective users (Avtar, profile theme, profile details).
    - User can upload file, photo and photo album.
    - Event calendar.
    - Group, blog, page, friends.
    - Internal messaging system.
    - Any request submission.
    - Chat with friends.
    - Grievance reply, close.
    - Site activity.
  - Administrator
    - CMS of entire website.
    - Activate/ block/ delete users.
    - Approval of any content uploaded by all users.
    - Console for tracking all users activity.
    - Delete any content.
    - Policies create for user, group and other modules.

**Social Media Integration:** Facebook & Twitter feeds of NKDA social media accounts should be visible in the homepage.

**Mobile App:**
- Scope as mentioned in the web.
- Hybrid Technology.
- Push Notification in each activity.
- Hosted in respective play store for free download.

### 5.2. Development Platform

Entire development to be done under open source platform.

### 5.3. Training

A training pattern, participant list and schedule should be prepared and communicated to the respective audience

Dedicated resource should be engaged for providing end to end training to all the stakeholders. The training modules, operating procedures and user manual should be prepared and distributed for wider acceptability

There should be a centralized training for minimum 5 days which must include –
- o Module specific training to related concerned officials
- o Administrator training to identified concerned user
- o Provision of user manuals (10 sets hard and soft) and online help.

The training plan should consider the volume of participants, their IT competency level and

availability of basic training infrastructure. The training activity should include User Training, Handholding, Technical Training and Overview Training as required at NKDA office.

### 5.4. Security Audit of the website

The Bidder has to make security audit of website & VAPT also provide Safe to Host Certification.

- o Website 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.
- o Web-enabled Application is to be audited as per OWASP (Open Web Application Security Project) 2013 standards.
- o Bidder has to patch up the vulnerabilities raised by Auditor in the website immediately so as to clear the audit.
- o Security Audit to be conducted by the agency as per the guideline of state data centre and all communication to be done form the selected bidder.
- o The Third Party Security Audit to be conducted by STQC or any other listed in CERT – In of GoI.

The cost for all the above activities will be borne by the selected bidder.

### 5.5. The Application should be SSL enabled. The cost of Procurement will bear by the selective Bidder.

### 5.6. Hosting and Domain Registration

The application will be hosted at State Data Center (SDC). The necessary infrastructure along with server hardware will be provided by SDC / Department. The Selected bidder will coordinate and support the data center officials for deployment and commissioning of the solution.

Before hosting State Data Centre, necessary Security Audit of Application and Deployment Environment to be done by the Bidder within their cost.

### 5.7. GO-Live of Application :

03 (Three) month from the date of issue of work order. The Go-Live includes requirement study , preparation & approval of SRS, design & development of Website and Mobile App, data migration, Testing, UAT,  Conducting security audit, Hosting to SDC & respective play store (for mobile app).
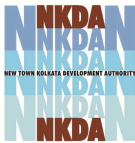
Tentative time line to be uploaded under Technical Bid.

### 5.8. Support & Maintenance

As a part of the scope, 12 months maintenance and operational support should be given to NKDA for the smooth functioning of the website & Mobile app implemented in NKDA.

The major activities to be performed during the maintenance period are as follows:

- Maintenance of the web & mobile application & Data evaluation.
- Update Content Management System software and plugins.
- Check all forms to ensure they are working properly.
- Patch installation whenever required.
- Any changes in input form, theme, role, policy to be made by the agency.
- Perform system administration tasks such as user access management, creation, deletion of users, Provision for back-up, etc.
- Performance tuning of the system to ensure proper functioning of the website

- Updating content(text, graphics, audio, video) on the website & mobile as per direction given by NKDA
- Creation of illustration and graphical elements as per requirement
- Report on traffic analysis and performance analysis should be generated and submitted to NKDA every month.

**5.9. SMS gateway will be provided by the NKDA. Regarding email gateway, Bidder have to provide the necessary gateway for email communication.**

**5.10.  Social Media Management**

Social media plays a crucial role for effective marketing and transmission of information and schemes benefits. The selected bidder needs to properly manage the social accounts of NKDA during maintenance and should have the below functions:

- Promote the website & Mobile app on major social media platforms like *Facebook*, *Twitter*, *Instagram* & *YouTube*.
- Feedback, messages and any other communication received from visitors to the sites shall be forwarded to nominated authority time to time.
- Make the Website & Mobile app Popular.
- Selected Bidder have to promote the Web Application as well as Mobile Application through all Social Platform during the entire period of the Contract. First three months paid promotion to be done by the Bidder every week.

**5.11. Performance Requirements (SLA):**

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:

| Sl 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 Covering all the features | 98% availability round the clock and Computation will be done on monthly basis. | Rs. 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 |

6. **Eligibility and document to be uploaded :**

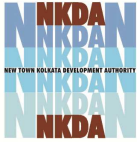| Sl. No. | Criteria | Documents Required |
|---|---|---|
| 1 | The Bidder must be registered in India under the Companies Act. 1956 and in operation since last 2 years or Registered Start-Up Company under Govt. of West Bengal and in operation since last 2 years, as on date of submission of Bid. | Certificate of Incorporation for registered Company or Registration as Start-up company under Govt. of West Bengal |
| 2 | Must registered with PAN | PAN |
| 3 | The Bidder must have an Turnover of at least Rs. 15 Lakhs in any one of the last three Financial Years | Extracts from the audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor |
| 4 | The Bidder should have Development Office in Kolkata | Copy of valid document. |
| 5 | Experience in implanting Content Management Website Project and Mobile App (in hybrid technology) for any Government Department / Reputed Pvt Organisation during last 2 years. | Work Order and Project Completion Certificate |
| 6 | The Bidder should not be blacklisted by any Government Department / Government Agency / PSU in India as on date of submission of Bid. | Self-Declaration duly signed by Authorised Bid signatory |

7. **Terms and Condition**
   7.1. The bids received without prescribed performance certificate shall be rejected.
   7.2. Conditional tender will not be entertained and shall be deemed as 'informal'.
   7.3. The rates should be mentioned in figures as well as in words inclusive of taxes and levies and GST is **exempted**.
   7.4. The Tender Inviting Authority reserves the right to deny or accept or reject any or all the applications and even to annul the tendering process at any point of time without prejudice to further action and without assigning reason thereof.
   7.5. The undersigned reserves the right to terminate the Contract at any point of time during the currency of the Contract without assigning any reason, whatsoever.
   7.6. Further details, if required, may be obtained from the office of Administrative Officer-I, New Town Kolkata Development Authority at 03, Major Arterial Road, New Town, Kolkata – 700156.

8. **MODE OF SELECTION**

The selected bidder has to submit the Earnest money which was uploaded at the time of Bidding, within 7 days from the date of declaration of lowest.

If the selected bidder fails, then authority will decide if the second lowest bidder will be offered or the stretch be re-tendered. It won't be automatic choice that the second bidder or there after establish the

claim.

The evaluation of the Technical bids will be carried out in the following manner:
  (i)    Technical Bids will be evaluated of only those bidders who fulfil the eligibility Criteria.
  (ii)   Required document list.
  (iii)  Past experiences.

### 9. BID PRICES
The bidder shall quote bid Prices on the appropriate format for "Schedule of Rates" enclosed as part of bidding document.

### 10. MODE OF PAYMENT

| Sl. No. | Deliverables | Payment | Time Period |
|---|---|---|---|
| 1 | On UAT accepted by NKDA & Go-Live (Soft-lunch) at Bidders environment | 40% | 3 Months |
| 2 | After successful completion of Security Audit and hosting in SDC and successful GO Live | 30% | 2 Months |
| 3 | On completion of maintenance period | 30% | 12 Months from the date of UAT |

**11. Hosting environment for Testing, UAT & Go-Live (Soft-lunch) to be arrange by the bidder. After necessary security audit same to be deployed in SDC as per the time schedule. Necessary communication, configuration, maintenance in SDC to be done by the selected Agency.**

**12. Opening of Tender:**
Tender shall be opened as per Date and Time Schedule. In case Tender opening date is declared HOLIDAY, Tender shall be received and opened on next working day at the same time specified in the NIT (Notice Inviting Tender).

**13.** The successful bidder whose bid is accepted shall make formal agreement along with bid documents in triplicate, within 7 (seven) days from the date of issue of LOI by Administrative Officer-I, New Town Kolkata Development Authority. If the successful bidder fails to perform the formalities within the specified period the Tender is liable to be cancelled and the Bid Security will be forfeited.
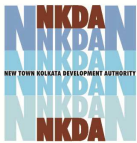
**14.** The offer shall remain valid for 180 days from the date of opening of the tender.

**15. Security Deposit:**
The Earnest Money will be converted as Security Deposit for successful bidder. The Security Deposit will be refunded after successful completion of entire work.

**16. Date and Time Schedule:**

| Sl. No. | Particulars | Date & Time |
|---|---|---|
| 1 | Date of uploading of NIeT (online) (Publishing Date) | 23.04.2018 at 05:30 pm |
| 2 | Documents download start date (Online) | 23.04.2018 at 05:30 pm |
| 3 | Documents download end date (Online) | 23.04.2018 at 03:00 pm |
| 4 | Date of Pre-Bid meeting | 27.04.2018 at 03:00 pm |

| 5 | Bid submission start date (Online) | 24.04.2018 at 10:00 am |
|---|---|---|
| 6 | Bid submission closing date (Online) | 04.05.2018 at 18:00 pm |
| 7 | Bid opening date for Technical Proposals (Online) | 07.05.2018 at 10:00 am |
| 8 | Last Date of uploading list for Technically Qualified Bidder(online) | To be Notified |
| 9 | Date for opening of Financial Proposal (Online). | To be Notified |

17. The bidder are bound by the terms & conditions of NIeT document, Instruction to Bidders, scope of work etc, which forms a part and parcel of this contract.

18. Prospective applicants are advised to note carefully the eligibility criteria before bidder the bids.

19. Conditional / Incomplete bid will not be accepted under any circumstances.

20. Any Corrigendum, notification in connection to this NIeT will be published in the official website of New Town Kolkata Development Authority (www.nkdamar.org) as well as https://wbtenders.gov.in. The applicants are requested to please follow the websites for such notifications, corrigendum etc.

21. **Other Terms & Conditions**

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

    21.1. **Term of Contract**

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

    21.2. **Termination**

    I. Mature termination of the contract would happen at the end of the tenure.

    II. In case of insolvency of bidder or due to breach of any conditions as prescribed in the Tender.

    21.3. **Effects of Termination**

    In the event of a pre-mature termination of this agreement by NKDA, the compensation payable to bidder will be decided in accordance with the Terms of Payment Schedule for the milestones completed services and accepted deliverables.

    21.4. **Scope of Work and Deliverables**

    This will be in conformity with the terms of reference specified in the Tender 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. The Tentative deliverables as follows:

    - Timeline.
    - SRS.
    - Database Design and detailed table structure.
    - Design diagram for all input forms.
    - Source code with detailed comments.
    - Different credential (Web, Mobile, databases, hosting environments etc).
    - Development Test report.
    - Security Audit report.
    - SSL Certification.
    - Training Manual (10 nos hard and soft).
    - SLA report.

**21.5. 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.

(b) Payments for additional services in case of change in scope will also be specified.

**21.6. Ownership and Audit**

Software including source code, licenses, technical documents, Test plan, Test cases & report, SSL certification, Security Audit report and services obtained for the purpose of this engagement shall be copyright of NKDA. Hard & Softcopy of the same to be submitted in each milestone.

**21.7. Confidentiality**

Bidder and its agents shall exercise professionally reasonable care to maintain the required confidentiality and privacy with regard to data, wherever applicable. NKDA shall retain exclusive **intellectual property rights** to all artefacts to which Department has sovereign rights or **right to use** on a formalized agreement with another party if any cots software has been used in the application.

**21.8. 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.
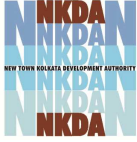
**21.9. Dispute Resolution**

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 for such purpose and abide by the decisions thereon.

**21.10. 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 Kolkata (High Court) having jurisdiction.

**21.11. Scope Changes**

Looking into the length of the project implementation period it is very usual to find changes in business logic frameworks. In such scenarios there may be a need of modification of the software modules beyond FRS/SRS/Scope document mentioned in this NIeT. It may also be required to develop new software modules beyond the coverage of FRS/SRS/Scope document. In above mentioned scenarios implementing agency should follow a well-defined procedure to manage the various change requests identified during the implementation of the application. Cost for man months are provisioned for such additional software enhancement services. The agency can raise claims under this head as per actual consumption of service duly approved by the client.

### 21.12. Limitation of Bidder liability towards NKDA

a) Except in case of gross negligence or wilful misconduct on the part of the Bidder Team in executing the work or in carrying out the Services, the bidder, with respect to damage caused by the bidder to property and/or assets of NKDA or of any of NKDA vendors, shall not be liable to NKDA.

    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 Bidder liability, if any, for damage to Third Parties caused by the Bidder Team or any person or firm/company acting on behalf of the Bidder in executing the work or in carrying out the Services.


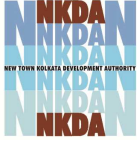**Administrative Officer**
**New Town Kolkata Development Authority**


**Memo No. 1965/1(6)/NKDA/Admn–815/2018**                                   **Date: 23.04.2018**

Copy forwarded for information to:-

1. Finance Officer, New Town Kolkata Development Authority.
2. P.A to the Hon'ble Chairman, New Town Kolkata Development Authority.
3. P.A to the CEO, New Town Kolkata Development Authority.
4. Office Notice Board.
5. Official website of WB Tender (www.wbtenders.gov.in)
6. Official Website of New Town Kolkata Development Authority (www.nkdamar.org)


**Administrative Officer**
**New Town Kolkata Development Authority**

<u>**ANNEXURE – A**</u>

**FORMAT for declaration for blacklisted by any Government Department / Government Agency / PSU in India as on date of submission of Bid.**

I / We, the undersigned do hereby declare that, I / We have never ever been blacklisted and/or there were no debarring actions against us for any default in our service or in the performance of the contract entrusted to us.

In the Event of such information pertaining to the aforesaid matter found at any given point of time either during the course of the contract or at the bidding stage, my Bid / Contract shall be liable for truncation / cancellation / termination without any Notice at the sole discretion of the Purchaser.

Name of the Organisation:

.............................................

Address: ........................................

Contact Number: ...........................

Signature of the Proprietor:

.................................................