



**National Institute of Pharmaceutical Education and Research (NIPER)
Raebareli**

invites

Expression of Interest (EOI)

from

**Sole Proprietorships / Partnerships / Limited Liability Partnerships /
Consortium / Companies / Technology Providers**

for

Revamping and Re-designing of the official website of NIPER Raebareli

EXPRESSION OF INTEREST (EOI) DOCUMENT

Expression of interest (EOI) from eligible bidder(s) which are valid for a period of 30 days from the date of EOI opening are invited for “Revamping and Re-designing of the official website of NIPER Raebareli”.

Name of Work	Revamping and Re-designing of the official website of NIPER Raebareli
Estimated Cost	-----
Date of Publishing	22.10.2020
Clarification Start Date and Time	26.10.2020
Clarification End Date and Time	09.11.2020
Pre submission Meeting Date and Time	16.11.2020
Queries (if any)	20.11.2020
EOI Submission last date	23.11.2020 (till 5.30 pm)
Meeting to opening and meeting to evaluate the proposals	30.11.2020

Interested parties may submit the EOI proposal document containing the detailed terms & conditions with subject/superscripted “EoI for Website Development” by email or hard copy to

Assistant Registrar

National Institute of Pharmaceutical Education and Research (NIPER) Raebareli

Trasit Campus, Near CRPF Camp

Bijnor-Sisendi Road,

P.O. Mati Sarojini Nagar

LUCKNOW-226 002 (U.P.)

Email: assistant.registrar@niperraebareli.edu.in

Website: www.niperraebareli.edu.in

There will be an online presentation/evaluation from the interested vendors for which link will be shared to separately. Presentation of the interested vendors will be evaluated by the technical committee to be constituted. Initial technical guideline are provided with this document for understanding the Institute requirements. Vendor can use these technical details as guideline but should use their full competency/expertize to prepare detailed proposal which can best fit for the Institute’s requirements.

Interested Vendors may include following information in their proposal/presentation:

- I. About organization

- II. Model website
- III. Creative and Technical aspects suitable for the website
- IV. Plan and roadmap to development of the website
- V. Other related information as per scope of the work.

Other details

Eligibility Criteria

- a) The agency/firm should have a turnover of more than 20 lakhs in each year. Copies of Company balance sheet, certified by the chartered accountant.
- b) The agency/firm should have minimum of 5 years of experience of web site development and service.
- c) The agency/firm should have experience of working on cross platforms and must have experience of developing and designing website, for at least 10 clients.

Competencies

- a) Past experience in creating and maintaining very professionally and exceptionally creative websites.
- b) Excellent I.T. skills and project management skills
- c) Strong editorial team with communications skills to write clearly and compellingly in Hindi.
- d) Ability to juggle priorities and deadlines and perform well under pressure;
- e) Ability to respond quickly to the maintenance requirement in the post commissioning phase.
- f) Awareness on the latest smart technologies for website development.
- g) Ability to regularly maintain, update the developed website.

Essential knowledge and experience:

- a) Good information technology skills, with previous experience of website maintenance, management, editing, and/or development.
- b) Expertise with HTML and content-management systems and latest trends and technology in website content and social media.
- c) Strong analytical and research skills, including the ability to analyze audiences, attitudes, communications products and messages and to translate them into the design and implementation of effective websites.
- d) Knowledge of the mandate and work of a government department website would be desirable.

TECHNICAL SPECIFICATION (only for guideline)

New website for NIPER Raebareli

1. PROJECT OVERVIEW

Statement of Purpose

The National Institute of Pharmaceutical Education and Research -Raebareli (NIPER-R) seeks a VENDOR to respond to this Request for Proposal (RFP) to design and develop a new website to be completed and delivered to NIPER-R.

2. PROJECT BACKGROUND

2.1 About National Institute of Pharmaceutical Education and Research, Raebareli(NIPER-R):

- a) NIPER-R is an institute of higher learning and declared as an Institute of National Importance by Act of Parliament. The Institute has several academic departments and laboratories in various disciplines of drug discovery, pharmacology, medicinal chemistry and Biotechnology.
- b) www.niperraebareli.edu.in is the official website of National Institute of Pharmaceutical Education and Research-Raebareli (NIPER-R). With the rapid advancement of internet and mobile technologies and there is an increase in website access from mobile devices, there is a need to upgrade the NIPER-R website so that it is rich in content and is accessible across a variety of devices like mobiles, tablets, laptops and desktops.

2.2 Target Audience

The audience of NIPER-R website consists of

- a) Prospective and Current Students
- b) Parents of prospective and current students
- c) Prospective and Current Faculty
- d) Researchers
- e) Industry
- f) Alumni
- g) General Public and visitors to the campus

2.3 Details of Current Website

The existing website can be checked using URL: www.niperraebareli.edu.in

2.4 Goals and Objectives

The existing website needs to be redesigned and restructured for a positive user experience. The new website should incorporate all current website content and primary web services along with new additional feature like alumni, recruitment, admission, examination and result declaration, web-mail, relevant forms etc. along with the fee submission and examination results semester wise including new domain name (at ac.in) and hosting possibility at respective server.

The new website must be scalable so as to handle the addition of new sections, content and features. The new website must appeal to the various audience types.

- a) The new website should support the following goals of visitors
 - I Reflect a vibrant and world-class academic institution.
 - II Engage all categories of visitors with relevant information to their queries
 - III Be 'Mobile First' and 'Responsive' – a mobile experience that adapts to laptops
 - IV Follow Universal Design principles to maximize accessibility
 - V Support smooth navigation
 - VI Provide an informative search of the website content to find experts, facilities, research groups, laboratories, and industrial consultancy.
 - VII Promote user engagement and social sharing.

- b) **The new website should support the following goals of website administrators**
- I Provide for the quantitative tracking of visitor in interests determine directions for future innovation and to build stronger and more lasting relationships with visitors.
 - II The website and the content must be secure against intrusion
 - III Adhere to best practices in the industry regarding design and development
 - IV Should provide for features to different stakeholders of the Institute to create, approve, and update content.
 - V The CMS should be backward compatible with the CMS of the current web portal.

2.5 Competitive Set

The following are comparable websites that may be used as references

- a) Indian Institute of Technology Delhi- <https://www.iitd.ac.in>
- b) Indian Institute of Technology Madras - <https://www.iitm.ac.in/>
- c) Indian Institute of Technology KGP - <http://www.iitkgp.ac.in/>
- d) Princeton University - <https://www.princeton.edu/>
- e) Massachusetts Institute of Technology - <http://www.mit.edu/>

3. PROJECT SCOPE

- a) NIPER-R requires the services of a **VENDOR** to provide design and development, website development, content presentation, launch and **support for a period of three year after launch** of new website. The vendor will be required to maintain/develop the content management tool to make the website dynamic, interactive and bilingual (Hindi and English). The agency shall also develop Hindi version of NIPER-R website.
- b) The selected **VENDOR** must work in collaboration with the identified NIPER-R team to understand requirements and obtain ongoing guidance as required.
- c) The scope of work is a full and complete design/redesign from discovery to launch, followed by ongoing support and services.
- d) The agency shall also develop Hindi version of NIPER-R full website.
- e) In addition, the portal should provide appropriate plug-ins to passively/actively integrate the portal with the Institute's proposed on-line administration system (OAS).
- f) CMS: website must be CMS based and CMS must be secure, not open sourced based.
- g) Provide secure integration with payment gateway for online payment transactions involved in processes such as admission form, job application, student fees, services fee, conference registration etc.
- h) Time to time (semester and mid semester) result declaration and display for all the students of respective courses running at NIPER-R.
- i) The organization would ensure that the site and database is secure and free from unauthorized access & hackers.
- j) The website should incorporate necessary security features against hacking and defacement.
- k) All login and payments transaction must operate on secure protocols. It should provide support for website security audit.
- l) The portal should comply fully with the guidelines issued from time to time by the Government of India for the development of the new website.
- m) Website should have search option enabled to search any information/page available on the website.
- n) The web site must be designed with a balance of text and graphics such that each page loads in few seconds.
- o) Website should be mobile friendly.

3.1 General Requirements from the **VENDOR**

The selected **VENDOR** must assess the needs and requirements of various user groups, priorities of

the Institution, and review the current website content and structure. The selected VENDOR must deliver to NIPER-R a fully operational new website as described in the Goals and Objectives.

Milestone Description and Committee

The selected vendor will work in collaboration with a Project Evaluation Committee to be constituted. The collaboration will involve the following activities with mutually identified milestones at the start of the engagement:

- a) A project plan for the entire scope of work with inputs from NIPER-R (architecture of the webportal and schedule for implementation, deployment and testing)
- b) The Web portal design template must be done by **the vendor in collaboration with the Institute. It must include at a minimum:**
 - b.1 A consistent look and feel for the website that will work with mobile and tablet browsers using Responsive Web Design and conform to W3C standards
 - b.2 New website content information architecture that supports easy access information interoperable with the information architecture of the current website.
 - b.3 A navigation layout for the entire website that will be approved by NIPER-R before proceeding with the website development
- c) A comprehensive “full function” multilingual CMS on LAMP stack software solution that includes, but is not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.
- d) A website tested across all major browsers – Chrome, Internet Explorer, Opera, Mozilla Firefox, and Safari.
- e) Migration of all content and documents from the existing website into the new website in future.
- f) Conversion of documents to content to be done in discussion with NIPER-R.
- g) New configuration must include appropriate multilingual features (English and Hindi) to enable creation and rendering of multilingual content.
- h) Preparation of handover documentation including but not limited to system installation and configuration, system specification, functional specifications, operating manuals.
- i) Any other Additional details required to provide a new fully operational website.
- j) A Technical Support plan that covers routine and event-based support for a period of three year after handover.
- k) Hosting – the development of the website must be compatible with the hosting environment available at NIPER-R and government guidelines. This includes the staging and production environments.

3.2 Functional Requirements

- a) The minimum viable product should include the following features:
 - i. A Content Management System on LAMP stack.
 - ii. All current content on the website should be migrated to the new website.
- b) The selected VENDOR must work in collaboration with the NIPER-R team to migrate assets and content including but not limited to text, graphics, audio and video. Further, in collaboration with NIPER-R team the documents on the current website should be converted to earlier content.
- c) ***For User Experience***
 - i. Use a Mobile First and Responsive theme of the CMS.
 - ii. Install and configure appropriate multi-lingual modules in the CMS.
 - iii. Install and configure media modules in the CMS and provide support for additional media types as an when necessary.
 - iv. Install and configure search, search auto complete, views modules, and other necessary modules to provide an informative search feature.
 - v. Implement an information architecture and content classification that distinguishes

- accesses to the portal from audience internal to NIPER-R and external to NIPER-R.
 - vi. Install and configure necessary CMS modules for responsive navigation.
 - vii. Install and configure CMS modules for Social Sharing integration and maintain existing Social Media presence.
 - viii. Install and configure CMS modules to integrate payment gateway and also gather information for the purpose of payment.
 - ix. Provide contact forms to get in touch with different stakeholders of the institute.
 - x. The website must conform to the accessibility guidelines WCAG 2.1 (<https://www.w3.org/TR/WCAG21/>)
 - xi. Compatibility - uniform look and feel, consistent display in all devices, operating systems and commonly used browsers such as Mozilla Firefox, Internet Explorer, Chrome, Safari, Opera, and UC Browser.
- d) For Web Administrators**
- i. Update an Events Calendar based on the published weekly campus news and postings on different Mail man lists.
 - ii. Configure access to all other relevant databases.
 - iii. Track the accesses to individual pages and integrate site/traffic analytics. Full optimization for Search Engine performance
- e) Prospective VENDORS are encouraged to review the existing website to see what other functionality or features are needed or may be useful for website visitors. Plans for any other proposed web features can be discussed in the pre-bid meeting and must be noted as separate line items in technical submission and the summary pricing or project cost.